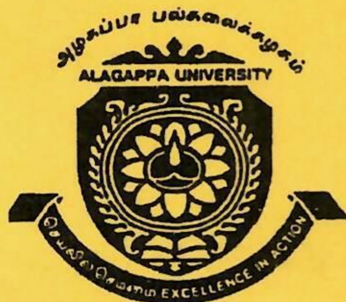
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DIRECTORATE OF DISTANCE EDUCATION

M.B.A (Tourism)

(IV Semester)



PAPER 4.3

INSTITUTIONAL FRAMEWORK OF TOURISM

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Paper – 4.3

INSTITUTIONAL FRAMEWORK OF TOURISM

Paper-4.3: INSTITUTIONAL FRAMEWORK OF TOURISM

UNIT 1

Global Institutional Framework I: World Tourism Organization: Organization and functions – Policies and Achievements- Role of World Trade Organization in streamlining global tourism trade.

UNIT 2

Global Institutional Framework II : Global level associations of travel agents, transport operators and hoteliers – PATA, IATA, International hotel association, etc- Role and functions.

UNIT 3

National Level Institutions I: Union Ministry of tourism: Functions and Role- Tourism Development Board/Corporation: Role and Functions - Entrepreneurial, Regulatory and Support Functions and role.

UNIT 4

National Level Institutions II: Associations of hoteliers, Tour operators, Travel agents, etc at the national level: Role and Functions.

UNIT 5

State Level Institutions: State Ministry of tourism: Functions and Role- Tourism Development Corporation Ltd: Role and Functions – State level, Hoteliers Associations: Role and Functions.

UNIT 6

Local Institutions: Local bodies: Role and functions in augmenting and regulating tourist facilities and creating tourist friendly local environment.

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UNIT-I

WORLD TOURISM ORGANIZATION: FUNCTIONS & ROLE

***Syllabus covered:* Global Institutional Framework I:** United Nations World Tourism Organization: Organization and functions – Policies and Achievements-Role of World Trade Organization in streamlining global tourism trade.

Objectives of this lesson are :

1. To present the origin, organization and activities of the UNWTO.
2. To discuss the types of membership of UNWTO and their activities.
3. To elucidate the organization and functions of the UNWTO.
4. To explain the policies and achievements of UNWTO.
5. To analyze the role of UNWTO in streamlining global tourism trade

World Tourism Organization now called as United Nations World Tourism Organization (UNWTO) is a UN body with headquarters in Madrid, Spain. (Until 1976 UNWTO's Secretariat was situated in Geneva and still earlier it was in The Hague). The role or significance of this UN body committed to global tourism development in a sustainable and equitable manner has been significant ever. This is a specialized agency of the United Nations and is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how. UNWTO has its headquarters in Madrid, Spain. UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of developing countries in the field of tourism.

1. ORIGIN TO CURRENT STATUS - FROM ICOTT > IUOTPO > IUOTO > WTO > UNWTO

From ICOTT to IUOTPO: The origin of the United Nation World Tourism Organization stems back to 1925 when the 'International Congress of Official Tourist Traffic Associations (ICOTT) was formed at **The Hague, Netherlands.**

The ICOTT became the International Union of Official Tourist Propaganda Organizations (IUOTPO) first in 1934.

From IUOTPO to IUOTO: Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). It was renamed as the International Union of Official Travel Organizations (IUOTO) and moved to new headquarters in Geneva. The term 'Propaganda' was rightly dropped from the name, as by then the profile of the organization had changed. IUOTO was a technical, non-governmental organization, whose membership at its peak included 109 National Tourist Organizations (NTOs) and 88 Associate Members, among them were both private and public groups.

As tourism grew and became an integral part of the fabric of modern life, its international dimension increased and national governments started to play an increasingly important role- their activities covering the whole spectrum from infrastructure to regulations. By the mid-1960s, it became clear that there was a need for more effective tools to keep developments under review and to provide tourism with intergovernmental machinery especially equipped to deal with the movement of persons, tourism policies and tourism's impacts.

A body empowered to deal on a worldwide basis with all matters concerning tourism and to cooperate with other competent organizations, particularly those of the United Nations' system, such as the World Health Organization (WHO), UNESCO, and the International Civil Aviation Organization (ICAO) was felt needed. Thus the IUOTO as a technical and non-governmental organization got formed. The IUOTO was made up of a combination of national tourist organizations, industry and consumer groups.

From IUOTO to WTO: Towards the end of the 1960s, the IUOTO felt the need for enhancing its role on an international level. In 1967 IUOTO declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Earlier too the IUOTO had maintained good relationship with the United Nations (UN) and that its suggestions to become part of the UN had been well received. A resolution to the same effect was passed in December 1969 by the UN General Assembly, which recognized the decisive and central role of IUOTO in the field of world tourism in cooperation with the existing machinery within the UN. On the

resolution of the UN (No. 2529 of the 24th UN General Assembly) the formation of the new intergovernmental tourism organization was based. In 1970, the IUOTO became the World Tourism Organization (WTO) based on Statutes of the IUOTO and ratification by the prescribed 51 States. The WTO came operative on 1st November 1974. Its head-quarters moved to Madrid, Spain.

The World Tourism Organization held its first General Assembly in Madrid in May 1975. **The Secretariat was installed in Madrid** early the following year at the invitation of the Spanish Government, which provides a building for the Headquarters.

In 1976, WTO became an executing agency of the United Nations Development Program (UNDP) and in the year 1977, a formal cooperation agreement was signed with the United Nations itself. In 2003, the WTO was converted into a specialized agency of the United Nations and reaffirmed its leading role in international tourism.

Since its early years, WTO's membership and influence in world tourism have continued to grow. By 2005, its membership included 145 countries, seven territories and some 350 Affiliate Members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

From WTO to UNWTO: After the formation of World Trade Organization in 1995, there was confusion when the abbreviation WTO was used because both World Tourism Organization as well as World Trade Organization had the same abbreviated name, WTO. On 2nd December 2005, the World Tourism Organization was rechristened as the United Nations World Tourism Organization. Consequently the abbreviation also got changed into UNWTO, from the earlier WTO, by prefixing UN (standing for United Nations) to the abbreviation WTO. However, the UNWTO's abbreviation remains **OMT** in French and Spanish. As of 2008, January its membership included 150 countries, seven territories and some 350 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

Key Events from ICOTTO to UNWTO

Table 1.1 Key Events from ICOTTO to UNWTO

Year	Key Events from ICOTTO to UNWTO
1925	International Congress of Official Tourist Traffic Associations, The Hague, The Netherlands
1934	Creation of International Union of Official Tourist Propaganda Organizations (IUOTPO), The Hague, The Netherlands
1947	IUOTPO is converted to the International Union of Official Travel Organizations (IUOTO)
1969	Intergovernmental Conference in Sofia, Bulgaria and the UN General Assembly, call for creation of intergovernmental organization on tourism
1970	In Mexico, on 27 September (current date of World Tourism Day) IUOTO's Extraordinary General Assembly adopts the Statutes of World Tourism Organization, making on 27 September as date of World Tourism Day,
1975	First General Assembly of the World Tourism Organization was held in Madrid, Spain and UNWTO is officially launched with Robert Lonati (France) as Secretary-General
1976	UNWTO Secretariat moved from Geneva to Madrid
1979	"World Tourism Day" created, to be celebrated every year on 27th September
1980	UNWTO convenes World Tourism Conference in Manila; the Manila Declaration on World Tourism is unanimously adopted
1982	World Tourism Conference convened in Acapulco; Acapulco Document is adopted
1983	UNWTO General Assembly held in New Delhi, India

1985	Tourism Bill of Rights and Tourist Code adopted at UNWTO General Assembly, Sofia, Bulgaria
1986	Willibald Pahr (Austria) elected Secretary-General
1989	Inter-Parliamentary Conference on Tourism, jointly organized with the Inter-Parliamentary Union, adopts The Hague Declaration on Tourism
1990	Antonio Enríquez Savignac (Mexico) elected Secretary-General
1996	Francesco Frangialli (France) appointed interim Secretary-General after Antonio Enríquez Savignac's early retirement
1996	Second UNWTO Forum on Parliaments and Local Authorities: Tourism Policy-Makers, adopts the Bali Declaration on Tourism, Indonesia
1997	Francesco Frangialli (France) elected Secretary-General
2001	Francesco Frangialli (France) re-elected Secretary-General
2003	Transformation of the UNWTO into a UN specialized agency
2005	Francesco Frangialli (France) once again re-elected Secretary-General
2005	On 2nd December 2005, the World Tourism Organization was rechristened as the United Nations World Tourism Organization

2. ORGANIZATION STRUCTURE OF UNWTO

The organization structure of World Tourism Organization consists of : the Membership and Organizational bodies (General Assembly, Executive Council, Regional Commissions, Specialized Committees of UNWTO and the Secretariat).

2.1 Membership

UNWTO has three categories of membership: **Full Members, Associate Members and Affiliate Members.**

Full membership is open to all Sovereign States. **Associate membership** is open to territories not responsible for their external relations. Membership

requires the prior approval of the Government which assumes responsibility for their external relations. **Affiliate membership** comprises a wide range of organizations and companies working directly in travel, tourism and related sectors. These may include: airlines and other transport, hotels and restaurants, tour operators and travel agents, banking institutions, insurance companies, travel assistance, publishing groups, etc. Affiliate membership is made up of three groups, the UNWTO Business Council, the UNWTO Education Council and the UNWTO Task Force on Destination Management. Affiliate membership requires endorsement by the government of the state in which the headquarters of the applicant is located.

UNWTO is the only intergovernmental organization that offers membership to the operational sector and in this way offers a unique contact point for discussion between Government officials and Industry leaders. UNWTO's broad-based affiliate membership also has its own program of activities which includes regular meetings and technical seminars on specific study topics.

2.1.1 Full membership: The member states of the UNWTO are given in table 1. There are 150 member countries as of January 2008.

Table 1: UNWTO Member Countries

No.	Member Country	Member	No.	Member	Member
1	Afghanistan	1975	2	Albania	1993
3	Algeria	1976	4	Andorra	1995
5	Angola	1989	6	Argentina	1975
7	Armenia	1997	8	Australia	2004
9	Austria	1975	10	Azerbaijan	2001
11	Bahamas	2005	12	Bahrain	2001
13	Bangladesh	1975	14	Belarus	2005
15	Benin	1975	16	Bhutan	2003
17	Bolivia	1975	18	Bosnia	1993
19	Botswana	1995	20	Brazil	1975

21	Bulgaria	1976	22	Burkina Faso	1975
23	Burundi	1975	24	Cambodia	1975
25	Cameroon	1975	26	Canada	2000
27	Cape Verde	2001	28	Central Africa	1995
29	Chad	1985	30	Chile	1975
31	China	1983	32	Colombia	1975
33	Congo	1979	34	Costa Rica	1995
35	Côte d'Ivoire	1975	36	Croatia	1993
37	Cuba	1975	38	Cyprus	1975
39	Czech Republic	1993	40	Korea	1987
41	Congo	1979	42	Djibouti	1997
43	Dominican	1975	44	Ecuador	1975
45	Egypt	1975	46	El Salvador	1993
47	Equatorial Guinea	1995	48	Eritrea	1995
49	Ethiopia	1975	50	Fiji	1997
51	France	1975	52	Gabon	1975
53	Gambia	1975	54	Georgia	1993
55	Germany	1976	56	Ghana	1975
57	Greece	1975	58	Guatemala	1993
59	Guinea	1985	60	Guinea-Bissau	1991
61	Haiti	1975	62	Honduras	2001 (7)
63	Hungary	1975	64	India	1975
65	Indonesia	1975	66	Iran	1975
67	Iraq	1975	68	Israel	1975
69	Italy	1978	70	Jamaica	1975

71	Japan	1978	72	Jordan	1975
73	Kazakhstan	1993	74	Kenya	1975
75	Kuwait	2003	76	Kyrgyzstan	1993
77	Lao	1975	78	Latvia	2005
79	Lebanon	1975	80	Lesotho	1981
81	Libya	1977	82	Lithuania	2003
83	Madagascar	1975	84	Malawi	1975
85	Malaysia	1991	86	Maldives	1981
87	Mali	1975	88	Malta	1978
89	Mauritania	1976	90	Mauritius	1975
91	Mexico	1975	92	Monaco	2001
93	Mongolia	1990	94	Morocco	1975
95	Mozambique	1995	96	Namibia	1997
97	Nepal	1975	98	Netherlands	1976
99	Nicaragua	1991	100	Niger	1979
101	Nigeria	1975	102	Oman	2004
103	Pakistan	1975	104	Panama	1996
105	Papua New	2005	106	Paraguay	1992
107	Peru	1975	108	Philippines	1991
109	Poland	1976	110	Portugal	1976
111	Qatar	2002	112	Korea	1975
113	Republic of	2002	114	Romania	1975
115	Russian	1975	116	Rwanda	1975
117	San Marinov	1975	118	Sao Tome	1985
119	Saudi Arabia	2002	120	Senegal	1975

121	Serbia	2001	122	Seychelles	1991
123	Sierra Leone	1975	124	Slovakia	1993
125	Slovenia	1993	126	South Africa	1994
127	Spain	1975	128	Sri Lanka	1975
129	Sudan	1975	130	Swaziland	1999
131	Switzerland	1976	132	Syria	1975
133	Thailand	1996	134	Macedonia	1995
135	Timor-Leste	2005	136	Togo	1975
137	Tunisia	1975	138	Turkey	1975
139	Turkmenistan	1993	140	Uganda	1975
141	Ukraine	1997	142	United	2005
143	Tanzania	1975	144	Uruguay	1977
145	Uzbekistan	1993	146	Venezuela	1975
147	Viet Nam	1981	148	Yemen	1977
149	Zambia	1975	150	Zimbabwe	1981

2.1.2 Associate Membership

Associate membership is open to territories not responsible for their external relations. Membership requires the prior approval of the Government which assumes responsibility for their external relations.

2.1.3 UNWTO Affiliate Members

UNWTO welcomes the private sector, educational institutions, tourism associations and local tourism authorities to participate as Affiliate Members. By continuously reinforcing the role of this multi-stakeholder platform, the organization demonstrates its support for the United Nations' emphasis on encouraging the involvement of civil society in its network of global institutions. Affiliates are expected to promote public-private partnerships that help support the UNWTO's overall aims: promoting responsible, sustainable and universally accessible tourism and contributing to economic development and international

understanding, with particular attention paid to the interests of developing countries.

Public or private companies, organizations, NGO's, educational institutions or entities involved in tourism related activities can become affiliate Members. Affiliate members might relate to Accommodation, Air transport, Attractions, theme parks, Car hire, Consultancy & other professional services, Convention bureau, Destination Management Organization, Education & Training, Financial services, Foundations, Insurance, Magazines, publications, National / regional / local / city promotion board, NGO (Non Governmental Organization), Professional associations, Rail, Restaurant & Catering ,Sea transport/Cruises, Social & youth tourism, Tour operator, Travel agent, Trade fairs and Trade unions. By the beginning of 2008, there were more than 350 member companies and institutions representing all aspects of the tourism industry, ranging from industry associations to airlines, travel agencies to consultants, trade unions to universities and NGOs.

Affiliate Membership is made up of three groups of interest: UNWTO Business Council, UNWTO Education Council and UNWTO Destination Council. Their functions are dealt.

2.1.3.1 UNWTO Business Council: UNWTO recognizes that the private sector is the driving force behind tourism growth and advocates a partnership approach to development on the local and national level. This belief in public-private partnerships is reflected inside UNWTO through the participation of Affiliate Member from the tourism industry who have direct access to government members and meetings, seminars and social events. The UNWTO Business Council (UNWTO.BC) groups together private sector business related to tourism, including corporations, industry associations and consultants.

2.1.3.2 UNWTO Education Council: Education Council: The UNWTO Education Council (UNWTO.EdC) is made up of leading tourism education, training and research institutions as well as business schools worldwide most of which have obtained the UNWTO.TedQual Certification for at least one of their tourism education program. With over 100 members it forms a chapter of the UNWTO Affiliate Members, and is well represented in the Board of the Affiliates, its decision-making body. The UNWTO.Edc is an active agent within UNWTO and in the development and implementation of the UNWTO.HRD Program of Work.

Objectives: These institutions show their commitment to the UNWTO by bringing significant strategic added-value through actions in the following areas: education, research, dissemination, technical support and lending capacity. They act upon to:

i. Enhance knowledge applicable to tourism for UNWTO Members, contributing to competitive and sustainable tourism worldwide-

ii. Increase tourism competitiveness for UNWTO Members in tourism education, training and know-how

iii. Quality and efficiency in the education and training of tourism professionals in the public and private sectors.

2.1.3.3 UNWTO Destination Council Destination Council: UNWTO opens the door to tourism destinations in order to capitalize on their experience, knowledge and expertise. The UNWTO Destination Council (UNWTO.DC) is an operational body of the organization entrusted with supporting the Program of Work in the area of 'Destination' Management. 'Destination Management' is understood to be a recent conceptualization of a micro-level activity at national, regional and/or local level in which the tourism stakeholders carry out their individual and organizational responsibilities aimed to achieve the macro-level policies. The Council shall consist of the Affiliate Members of UNWTO representing tourism destination management / marketing organizations or institutions likewise at local, regional and national level as well as the existing Associate Members.

Its Mission is, 'To support its members (destinations) in their efforts to enhance sustainable development of tourism, to maximize economic, social and cultural benefits for the local communities through the close synergy of interests of all stakeholders and to reinforce their global competitiveness in the tourism marketplace'.

Its, 'Objectives' are to: i. Identify the needs and address the key challenges of tourism destinations concerning successful destination management and marketing, ii. Formulate recommendations to the Program Committee of the Organization on the Programme for Destination Management, iii. Function as a leading platform for exchange of information on " good practices" with the aim of stimulating all tourism stakeholders, policy makers and the Destination Management/Marketing Organizations in developing a

destination vision and applying effective management tools, iv. Advocate and raise broader awareness on the importance of credible, consistent and comparable research (qualitative and quantitative analysis) for the performance of tourism destinations.

2.1.3.3.1 Destination management and marketing has some of the key- result areas such as:

- Sustainable destination development and planning at local level,
- Product development and innovation,
- Quality standards,
- Competitiveness and strategic management and marketing tools (vision, image, positioning, branding)
- Effective destination management structures,
- Measurement of economic impact of tourism at local destination level,
- Monitoring of consumer behaviour, segmentation, psychology,
- Information technology and new media activities in marketing,
- City tourism

Creating additional competitive advantage: event management, low - cost airlines, rejuvenation of mature destinations.

2.1.3.3.2 Improving Competitiveness: Quality, investment, trade, health, safety and security

In the present global and rapidly changing market the capacity to compete lies at the heart of national and industry efforts aimed to attract national and international visitors. The capacity to compete depends on the investments made to create an attractive and safe product, enhance its quality and provide for a friendly and encouraging competition environment. It brings into the picture the tourism enterprise and hence trade in tourism services, as well as tourism destinations whose quality 'tourism product' is the sum of contributions and processes resulting from many stakeholders, both private and public. The notion of quality of the tourism product includes assurance of safety and security as a basic factor. Quality also includes a professional approach to do things right at all times and meet legitimate expectations of consumers, thus helping to implement the principles contained in the Global Code of Ethics for Tourism.

2.1.4 Privileges and Role of UNWTO Affiliate Members

a. The Affiliate Members will have the privilege to:

- Access to UNWTO's extensive information networks,
- Explore partnerships for specific projects and new business opportunities
- Contribute to policy inputs through participation in specific UNWTO working committees with Member States,
- Contribute to UNWTO program development for projects, events and other activities,
- Share institution or company knowledge/expertise,
- Networking with leading business decision makers and influential policy shapers.

b. The Affiliate Members responsible to:

Support UNWTO global action strategies, such as: i. Aiding poor countries; ii. Promoting the Global Code of Ethics; iii. Follow the UN Millennium Development Goals and the Tourism Satellite Account; iv. Working with international development agencies to position tourism among the key priorities for infrastructure and entrepreneurial backing; v. Support Members, especially through the distribution of intelligence among members by: Promoting best practices, Supporting research, Helping advance accessible, competitive and sustainable tourism and providing strategic guidance Promote public-private partnerships

The Affiliate Members Secretariat organizes a broad range of activities to help achieve these objectives, including: Leaders Summits, Policy Dialogues, Country/Regional Networks, and Partnership Projects.

2.2 Organization Bodies

The constituents of the World Tourism Organization are General Assembly, Executive Council, Regional Commissions, Committees and the Secretariat at Headquarters in Spain. A description of each follows now.

2.2.1 General Assembly

The General Assembly is the principal gathering of the UN World Tourism Organization. It meets every two years to approve the budget and program of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of Full Members and Associate Members. Affiliate Members and representatives of other international organizations participate as observers.

2.2.2 Executive Council

The Executive Council is UNWTO's governing board, responsible for ensuring that the Organization carries out its work and adheres to its budget. It meets twice a year and is composed of 29 Members elected by the General Assembly in a ratio of one for every five Full Members. As host country of UNWTO´s Headquarters, Spain has a permanent seat on the Executive Council. Representatives of the Associate Members and Affiliate Members participate in Executive Council meetings as observers.

2.2.3 Regional Commissions

UNWTO has **six regional commissions-Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia**. The commissions meet at least once a year and are composed of all the Full Members and Associate Members from that region. Affiliate Members from the region participate as observers. They hold regional conferences on problems that are shared by many countries so that Members can exchange experiences and work towards common goals. Recent conferences have been held on the Challenge of Globalization in the Middle East, Human Resource Development in East Asia and the Pacific, the Euro and Tourism in Europe and Quality Standards in the Americas region, Crisis Management in East Asia and the Pacific, etc. They help facilitate productive contacts between tourism authorities and other branches of government - often at the presidential level. All of these activities are designed to help increase the stature of National Tourism Administrations within their own country, while at the same time building awareness of new developments in tourism and improving technical, operational skills. In a special effort to help boost tourism to sub-Saharan Africa, UNWTO has developed a specific program of technical activities for the years 2003 – 2004 UNWTO's six Regional Commissions meet at least once a year to discuss the Organization's

activities and set priorities for the future. Affiliate Members from the region are encouraged to participate in the meetings and seminars. UNWTO is in a unique position to carry out special projects that promote tourism to a group of Member States. The Silk Road and the Slave Route are two of these projects, initiated in cooperation with the

2.2.4 Committees

Specialized committees of UNWTO Members advise on management and program content. These include: the Program Committee, the Committee on Budget and Finance, the Committee on Statistics and Macroeconomic Analysis of Tourism, the Committee on Market Intelligence and Promotion, the Sustainable Development of Tourism Committee, the Quality Support and Trade Committee, the UNWTO Education Council, the UNWTO Business Council and the World Committee on Tourism Ethics.

2.2.5 Secretariat

The Secretariat is led by Secretary-General. The present Secretary-General is Francesco Frangialli of France, who supervises about 90 full-time staff at UNWTO's Madrid Headquarters. He is assisted by the Deputy Secretary-General Taleb Rifai of Jordan. These officials are responsible for implementing UNWTO's program of work and serving the needs of Members. The UNWTO Business Council is supported by a full-time Chief Executive Officer at the Madrid Headquarters, a position that is financed by the Spanish Government. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government. The official languages of UNWTO are English, Spanish, French, Russian and Arabic.

2.2.6 The Department of Development Assistance

The Department of Development Assistance dedicates itself to meet the specific needs of the Member States and to support them in their efforts to develop and promote the tourism industry as an engine for socio-economic growth and poverty alleviation through the creation of employment.

3. FUNCTIONS OF UNWTO

The UN World Tourism Organization is the only intergovernmental organization established to offer an appropriate framework for the international

consideration of tourism policy matters as well as other subjects of interest to the sector. Its global mission is to support sustainable tourism development yielding wealth, creating employment, and promoting better understanding between human beings worldwide of all races and religions.

a. Fosters technology transfers and international cooperation: The UNWTO plays a catalytic role in promoting technology transfers and international cooperation, in stimulating and developing public-private sector partnerships and in encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

b. Permanent source of information: One of UNWTO's most important functions is to serve as a permanent source of information for its Members and the world community. UNWTO fulfils this task in part through its extensive programme of publications and the recently launched programme of electronic products. The broad span of these products corresponds to the vast sweep both of the Organization's concerns and of the needs of its Members.

c. Promote tourism and extract the best out of tourism: The goals and objectives of the UNWTO are not only to promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations.

d. Preparedness and response system in times of havocs: The UNWTO provides help to member countries on efficient administration of tourism in the territories of members and across the globe. Also its **'Risk Management Committee'**, with the aim of directly involving tourism administrations in the preparedness and response system to deal with calamitous situations, provides members with war footing guidelines to deal with the damage control exercises, panic prevention, aftermath arrangements to help the needy including taking the affected tourist populace to safer places, etc. Emergency Response Coordination is there intended to ensure that internal and external actions are totally aligned to the goals and activities of the UN system, to help support countries affected by calamities and to provide guidelines for Tourism Destinations on Preparation & Response to crises.

e. Multi Stakeholder Industry Forum (MSIF): Multi Stakeholder Industry Forum support the different constituent partners of the tourism chain with information and consistency of messaging. The MSIF will bring together international organizations and associations across the global tourism sector to share ideas, needs, good practices as well as consistent responses.

f. Support the integration of tourism into national plans: Tools to support tourism integration into national plans and help the industry preparedness and response planning. The main focus is to encourage tourism destinations to engage fully in national plans so as to better assist tourists and the tourism sector.

g. Web based communication system: An intensified web based communication system is to synthesize the rapidly changing situation and focus its tourism related aspects and impacts and disseminate the same. This will include a daily bulletin to support the dissemination of information from UN, national, industry and other relevant sources.

h. Holding Seminars and Meetings: Holding Seminars and Meetings of the UNWTO Commission for Asia and the Pacific. The UNWTO Regional Support Office holds meetings of the WTO Commission to discuss future programs, and organizes seminars to promote tourism in this region.

i. Publicizing the UNWTO and Offering Information on the UNWTO's Activities: The UNWTO Regional Support Office publicizes the UNWTO and offers information on UNWTO activities to implement UNDP programs. Such activities include technical cooperation, education and training, and tourism promotion.

j. Regional Tourism Development Projects: The UNWTO Regional Support Office provides technical cooperation and assistance in:

- Feasibility studies to screen technical cooperation projects.
- Screening of technical cooperation projects: In screening, the following points are taken into consideration: environmental preservation and sustainable use of natural resources; eradication of poverty and securing of employment; restructuring of enterprises and governmental bodies, and improvement of their management. (e.g. statistical analysis of tourism data; preparation of master plans and development plans etc.)

k. Education and Training of Employees of Tourism-related Enterprises and Organizations in the Developing Countries: To develop human resources in tourism-related organizations, and to improve efficiency in the tourism-related sectors in governmental bodies and private enterprises, the UNWTO Regional Support Office provides technical and administrative training to a few selected members of these organizations: able managers and leaders.

4. POLICY OF UNWTO

The World Tourism Organization (UNWTO/OMT), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for **tourism policy issues** and practical source of tourism know-how.

a. Responsible, sustainable and universally accessible tourism: UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of developing countries in the field of tourism.

b. Catalytic role: The UNWTO plays a catalytic role in stimulating and developing public-private sector partnerships and in encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

c. Supports the UN in its constituency of diverse membership: As the UN agency for tourism, UNWTO has the responsibility to support the coordinated UN preparedness and response plan among its Government, private sector and civil society constituency. UNWTO will do this working closely with the UN System Influenza Coordinator, the World Health Organization (WHO) and the Food and Agriculture Organization (FAO).

d. Responsibility for engaging tourism private and public actors: UNWTO will take responsibility for engaging tourism private and public actors through information, capacity building and coordinating activities, with the goal of

supporting tourism stakeholders in developing strategies and tools to prepare and respond in an effective and efficient fashion. This will include ensuring that all players respond wisely and in a coordinated and complementary approach, support spreading optimism, rather than unnecessary panic or pessimism, among consumers, but at the same time, share sufficient and honest information.

f. Advice to support governments, tourists and industry stakeholders: UNWTO provides information, coordination and capacity building support. UNWTO renders advice and tools for destinations and service providers to prepare and respond to the sustainable tourism development in the wake of increasing ecological disturbance of man-nature balance and man-animal balance. UNWTO renders advice and tools to members to deal with health calamities like the **'avian influenza or bird flu'** and the **'possible influenza pandemic'**, and natural calamities like **'Tsunami', 'Hurricane Katrina'** etc by disseminating scientifically sound information to the public in the different emergency phases.

f. Shared Technical Skills: The transfer of tourism know-how to developing countries is one of the World Tourism Organization's fundamental tasks. As an executing agency of the United Nations Development Programme, UNWTO contributes decades of experience in tourism to the sustainable development goals of nations throughout the world.

g. Tourism for Poverty eradication: United Nations World Tourism Organization introduced a program called 'ST-EP' in 2003. 'ST-EP' stands for 'Sustainable Tourism for Eliminating Poverty', and that tells a great deal about both the goals of the program generally. 'ST-EP' was created by UNWTO to harness the developmental power of tourism in the fight against world poverty.

5. ACHIEVEMENTS OF UNWTO

a. Sustainable Tourism for Eliminating Poverty (ST-EP)

Tourism has proven to be a powerful tool in alleviating poverty. It has become the economic mainstay of many of the world's least developed countries (LDCs), providing them with one of the opportunities for development and job creation. ST-EP is a program by UNWTO. ST-EP's origins and activities are both intimately tied to the **UN's Millennium Development Goals**, which include the objective of halving extreme poverty by 2015. ST-EP is especially

focused on people living on less than a dollar a day. The targets are the world's least developed countries, especially those in Africa, along with developing states in general.

A key theme of the Millennium Development Goals is the need for sustained action, as opposed to grand, immediate or sweeping schemes. The **primary criterion of assessment for any ST-EP project is that it must be sustainable**. However economic sustainability is not enough by itself. ST-EP projects must also be socially and ecologically sustainable. Poor people should not have to compromise their culture or environment in order to earn a living. That principle reflects the Liberalization with a Human Face philosophy, a UNWTO concept that prioritizes poverty alleviation, sustainability and fair trade. Given that tourism represents over 70 per cent of service exports in least developed countries, it is uniquely positioned to deliver positive social change to those who need it the most.

The ST-EP program includes **four main components**. The first is a **research base** to identify linkages, principles and model applications. There is also an **operating framework** for promoting and developing incentives for good practice among companies, consumers and communities. Forums for sharing and exchanging information, ideas and plans are designed to bring together private, **public and non-governmental stakeholders**. Finally, there is the **ST-EP Foundation** which was originally concerned with attracting new, dedicated financing from business, philanthropic and government sources.

Eventually the UNWTO signed **agreements with the Republic of Korea** to establish the international headquarters of the ST-EP Foundation in Seoul. Since opening its doors on 15 February 2005, the ST-EP Foundation has been charged with planning and administering various ST-EP projects and events. The Foundation operates under the guidance of the eight-member ST-EP Board of Directors, which includes representatives from eight different countries.

ST-EP grew out of the 2002 **World Summit on Sustainable Development in Johannesburg**. It is a joint program with UNCTAD called focusing on the twin subjects of sustainable tourism and alleviation of poverty. It tries to increase their potential synergies and contribute more strongly to sustainable development in least developed and developing countries. In 2003 at the UNWTO's General Assembly in Beijing, Secretary-General Francesco Frangialli of the United Nations World Tourism Organization was formally

mandated to aggressively pursue the implementation of the ST-EP program. ST-EP was launched in collaboration with UNCTAD, the United Nations Conference on Trade and Development. In 2005 the UNWTO's General Assembly in Dakar unanimously approved the ST-EP Foundation's Constitution, including the establishment of the eight-member Board of Directors, as well as the choice of Seoul for its headquarters.

A Framework for Action: What can be done by different stakeholders? International development assistance agencies and Governments must:

i. build linkages between bodies,

ii. build the capacity of poor communities to take decisions about tourism,

iii. support MSMEs, community-based tourism enterprises and the informal sector,

iv. identify social projects that could be supported by tourism enterprises and visitors,

v. identify and promote good practice, build local mechanisms for working together,

vi. Develop local linkages – address the supply chain,

vii. help to develop and market new products which engage the poor,

viii. help the informal sector to engage with visitors Improve information to visitors and tour operators, and input to national marketing,

ix. use income from tourism to support poverty related initiatives,

x. make commitments to economic and social aspects of sustainable development,

xi. adopt employment policies that provide opportunities for the poor,

xii. select suppliers that are from the local area and themselves provide opportunities for the poor,

xiii. work with others to develop the local supply chain,

xiv. directly support initiatives and projects that benefit the poor,

xv. develop and sensitively promote products that involve poor communities,

xvi. provide visitors with information about activities which will benefit local communities, and encourage their support.

b. Tourism for Prosperity and Peace

At the start of the new millennium, tourism is firmly established as the number one industry in many countries and the fastest-growing economic sector in terms of foreign exchange earnings and job creation. International tourism is the world's largest export earner and an important factor in the balance of payments of most nations. Tourism has become one of the world's most important sources of employment. It stimulates enormous investment in infrastructure, most of which also helps to improve the living conditions of local people. It provides governments with substantial tax revenues. Most new tourism jobs and business are created in developing countries, helping to equalize economic opportunities and keep rural residents from moving to overcrowded cities.

Intercultural awareness and personal friendships fostered through tourism are a powerful force for improving international understanding and contributing to peace among all the nations of the world.

c. Partnership to ward off negative aspects of tourism

The UNWTO recognizes that tourism can have a negative cultural, environmental and social impact if it is not responsibly planned, managed and monitored. The UNWTO thus encourages governments to play a vital role in tourism, in partnership with the private sector, local authorities and non-governmental organizations.

d. Development of projects-large and small

Acting on requests from Member States, UNWTO secures financing, locates the world's leading experts, and carries out a gamut of development projects-large and small.

- Long-term projects have included:
- Tourism Master Plan for Pakistan (2001)
- Tourism Master Plans for eight Chinese provinces (2000-2002)
- Development of national parks in Rwanda (1999)

- Tourism development strategy for Moldova (1999-ongoing)
- Integrated development program for Palestinian Authority (2000)
- Development activities in some 70 countries worth more than US$ 2.5 million (2001-2002)

Projects can also be short and targeted to address an immediate need, for example:

- Tourism legislation in Syria
- Ecotourism plan for Lithuania
- Statistics development in Botswana
- Social impact study for the Maldives
- Management of heritage sites in Ecuador
- Hotel classification for Bolivia
- Women's empowerment plan for Namibia
- Training for quality service in tourism in Peru

e. UNWTO around the World through Regional Commissions

Direct actions that strengthen and support the efforts of National Tourism Administrations are carried out by UNWTO's regional representatives. Each region of the world - Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia - receives special attention from its regional representative based at the Headquarters of the World Tourism Organization in Madrid. Regional representatives are UNWTO's front line of contact with member countries. They are constantly on the go, but regional representatives are much more than travelling ambassadors. They meet with the top tourism officials from each of the countries in their region to analyze problems and offer solutions. To create specific development projects, they act as a liaison between tourism authorities and financing sources, especially the United Nations Development Program. They represent UNWTO at national and regional tourism events. They organize national seminars on topics of particular relevance to an individual country. They hold regional conferences on problems that are shared

by many countries so that Members can exchange experiences and work towards common goals. Recent conferences have been held on the Challenge of Globalization in the Middle East, Human Resource Development in East Asia and the Pacific, the Euro and Tourism in Europe and Quality Standards in the Americas region, Crisis Management in East Asia and the Pacific, etc. They help facilitate productive contacts between tourism authorities and other branches of government - often at the presidential level. All of these activities are designed to help increase the stature of National Tourism Administrations within their own country, while at the same time building awareness of new developments in tourism and improving technical, operational skills. In a special effort to help boost tourism to sub-Saharan Africa, UNWTO has developed a specific program of technical activities for the years 2003 - 2004. UNWTO's six Regional Commissions meet at least once a year to discuss the Organization's activities and set priorities for the future. Affiliate Members from the region are encouraged to participate in the meetings and seminars.

f. Regional Promotion Projects

UNWTO is in a unique position to carry out special projects that promote tourism to a group of Member States. The **Silk Road and the Slave Route** are two of these projects, initiated in cooperation with the United Nations Scientific and Cultural Organization (UNESCO).

The **Silk Road Project,** launched in 1994, aims at revitalizing the ancient highways used by Marco Polo through tourism. The Silk Road stretches 12,000 km from Asia to Europe and 22 countries have joined forces for this project: Armenia, Azerbaijan, China, DPR Korea, Egypt, Georgia, Greece, Islamic Republic of Iran, Italy, Israel, Japan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Republic of Korea, Russian Federation, Syrian Arab Republic, Tajikistan, Turkmenistan, Turkey and Uzbekistan. Joint promotional activities include seminars, a brochure and a video.

The **Slave Route Project, initiated in 1995** as part of the United Nations' International Year of Tolerance, aims to boost tourism to western African nations. Its immediate goals are to restore monuments, enhance history museums and launch joint information campaigns in selected tourism generating markets, which will motivate foreign visitors to learn about the history of these countries and to discover their roots.

g. World Tourism Day

Since 1980, Members of the World Tourism Organization have been celebrating World Tourism Day every year on September 27th. Events include parades, concerts, tourism fairs, seminars, dinners, dances, and free entrance to museums-anything and everything that draws attention to the important role that tourism plays in the local community.

h. Task Force for Destination Management

To reflect the growing decentralization of tourism administration, UNWTO formed a task force to focus on issues that are of special concern at the destination level. Some concerns of the task force include:

i. Management of congestion at coastal destinations;

ii. Economic measurement of tourism at the local level;

iii. Destination marketing for cities;

iv. Information and communication technologies;

v. Human resource development;

vi. Risk and crisis management at individual tourism destinations.

The Task Force for Destination Management meets periodically and acts as an informal advisory body of UNWTO, with the aim of encouraging new work in these areas and identifying ongoing UNWTO projects that are relevant to tourism officials working in destination management.

i. Hand-in-Hand with the Private Sector

UNWTO is unique among international intergovernmental organizations in that it is open to membership by the operating sector and promotes various methods of cooperation amongst its Members. Airlines, hotel chains, tour operators, trade associations, consultants, promotion boards and educational institutions make up approximately 350 Members of the UNWTO Business Council (UNWTOBC).

UNWTOBC utilizes a partnership approach to tourism as a method to promote public and private integration and as a model of understanding between the two sectors. To achieve their objectives, UNWTOBC aids Members in expanding their tourism businesses through industry networking, forming

contacts with the necessary government officials strengthening industry-education relationship, and conducting specialized research projects of the private sector.

Currently, the UNWTOBC is undertaking numerous projects with the hope of creating more public-private partnerships and sustained cooperation amongst tourism industries. These projects include investigations into the factors that affect tourism, methods of managing congestion on sites, assisting small and medium size enterprises, and implementing new technology.

Under the guidance of its Board of Directors, UNWTOBC continues their research on the above-mentioned Projects accompanied by annual studies, data compilation, research publication and organization of conferences. The Council continues to promote integration between public and private sectors with themes that are of special interest to the business community which include:

- Public-Private Sector Cooperation - Enhancing Tourism Competitiveness
- Marketing Tourism Destinations Online - Strategies for the Information Age
- E-Business for Tourism
- Tourism Taxation - Striking a Fair Deal
- Changes in Leisure.Time

j. Embracing the Information Age

The Internet and other computer technologies are revolutionizing the way tourism business is conducted and the way destinations are promoted. UNWTO's work in the area of new Information Technologies (IT) aims to provide leadership in the field of IT and tourism, as well as helping to bridge the digital divide between the have and have-nots among UNWTO's membership. UNWTO carries out **new research and studies of IT** in connection with the promotion and development of tourism, such as the publications Marketing Tourism Destinations Online and E-Business for Tourism. It communicates the content of these studies throughout the world in a series of regional seminars. UNWTO also operates a **Strategic Advisory Board on IT and Tourism** that brings together a small number of high-level experts from destinations, private businesses and researchers. Tourism technology is especially suited to cooperation projects between the public and private sectors. The objective is to

keep all Members up-to-date on the constantly changing technologies that will affect the tourism industry in the years to come.

k. Leadership in Tourism Education

The UNWTO Human Resource Development Department (UNWTO.HRD) works to add value to the tourism sector of UNWTO Member States improving their capacity building and providing direct support in tourism education, training and knowledge. The UNWTO.HRD coordinates the activities of the UNWTO Education Council as well as those of the UNWTO. Themis Foundation with the common goal of achieving the tourism competitiveness and sustainability of UNWTO Members through excellence in tourism education. Its mission is to build the knowledge capacity of UNWTO Members, providing leadership, initiative and coordination in quality tourism education, training and research through public-private partnerships among institutions and UNWTO Member States. More information Based in Andorra and generously sponsored by its Government, the **UNWTO.Themis Foundation** provides the administrative back-up to UNWTO.HRD to develop and disseminate tourism education, training and knowledge products, thus optimizing service to UNWTO Members. Its mission is to promote quality and efficiency in tourism education and training in close coordination with UNWTO and its Human Resource Development Department (UNWTO.HRD), facilitating administration and management in implementing its program of work and enlarging the scope of services to UNWTO Members.

l. UNWTO Education Council

The UNWTO Education Council (UNWTO.EdC) is made up of leading tourism education, training and research institutions as well as business schools worldwide that have obtained the UNWTO.TedQual Certification for at least one of their tourism education programs. With over 100 members, it forms a chapter of the UNWTO Affiliate Members, and is well represented in the Board of the Affiliates, their decision-making body. The UNWTO.EdC is an active agent within UNWTO and in the development and implementation of the UNWTO.HRD Program of Work. More information

The main human resource development products are:

i. **UNWTO.TedQual:** A framework of programs for quality in tourism education. The UNWTO.TedQual Certification is granted to training and education institutions by means of a quality audit. The TedQual institutions can request membership in the UNWTO Education Council (Affiliate Members). There are also TedQual Seminars (Educating the Educators) for Member States and TedQual Consulting on quality issues for education and training centres.

ii. **UNWTO.Practicum:** This is a biannual program for officials from UNWTO Member States. It is carried out at UNWTO Headquarters for a period of two weeks and includes GTAT.TPS seminars, workshops, technical visits and working meetings with the responsible staff of the Organization.

iii. **UNWTO.Themis TedQual Practicum:** A practicum program designed especially for officials from UNWTO Member States who are proposed by their Governments as liaisons with UNWTO in matters of education and training.

iv. **UNWTO.GTAT:** A set of programs (General Tourism Achievement Test) designed to improve the performance of teaching and learning in tourism. These include software for examinations and course development and implementation, GTAT Courses to improve specific knowledge and/or prepare for exams, GTAT Diagnosis to ascertain strong and weak points in specific subjects, GTAT Exams and GTAT Certification of Proficiency for students and tourism professionals.

v. **UNWTO. Sbest Initiative:** A framework for a range of UNWTO Programs aimed at contributing to excellence in destinations and tourism companies through quality training and education. Programs include the UNWTO.Sbest Training, UNWTO.Sbest Audit and UNWTO Tourism Labour Market Observatory. Institutions, companies and destinations satisfactorily completing these programs receive UNWTO.Sbest Awards. Many of these programs are executed in coordination with the UNWTO Destination Management Task Force.

vi. **UNWTO.Tourism Labour Market Observatory:** This program was recently initiated by the UNWTO Education Council in conjunction with UNWTO.HRD and the UNWTO Destination Management Task Force.

Its objective is to obtain quantitative and qualitative information on tourism labour markets in key destinations worldwide through panels of employers, workers, consumers and students. This is coordinated through UNWTO.Sbest tourism destinations and UNWTO TedQual Centres.

vii. **Other products:** UNWTO.SIS Seminars, Publications, UNWTO.TedProm, UNWTO Ulysses Awards for Innovation and the Application of Knowledge in Tourism and Annual UNWTO.EdC Conference are other products

m. Quality and Tourism Trade program

With an increased focus on the economics of tourism, trade and the enterprise **Quality and Tourism Trade program** seeks to assist government and private sector members in determining and pursuing tourism quality-related objectives, standards and measures as a contribution to sustainable development and poverty alleviation.

The following specific areas are covered:

i. Trade in tourism services, including access to tourism markets, competition and globalization

ii. Safety and security, including health issues

iii. Guidance, harmonization and recognition of quality-related standards.

iv. Reference to standards is present in all these areas.

On trade issues, UNWTO works closely with the United Nations Conference on Trade and Development (UNCTAD) and with the World Trade Organization (WTO-OMC). The aim is to relate tourism policies and strategies to multilateral negotiations according to the **General Agreement on Trade in Services (GATS)** designed to achieve progressively higher levels of liberalization with a view to promoting economic growth and the development of developing countries. Briefings and debate on trade in tourism are held periodically to help Members carry out comprehensive and informed trade policies.

The inclusion of the safety and security area is explained by it being considered as a fundamental quality factor. The current focus is on preparing a model work plan for tourism destinations based on objective safety and security

criteria, a model code of conduct on travel advisories and a revised UNWTO document Health Information and Formalities in International Travel, to be submitted to the 16th session of the General Assembly in 2005 and taking stock of the new International Health Regulations of the World Health Organization (IHR 2005).

Under the chapter of quality standards, the specific aims include guidance to Members undertaking tourism quality programs, the design of standards based on common denominators and cultural diversity, a hotel classification guidance document, and contributions to the work of the International Organization for Standardization (ISO) on tourism signs and symbols and other tourism related standards.

In relation to each area the Quality and Trade in Tourism department is also engaged in the preparation of "implementation parameters" for the Global Code of Ethics for Tourism. The operation of the Code and the secretariat of the World Committee on Tourism Ethics are now dealt with by Sustainable Development of Tourism department.

Tourism in the Least Developed Countries, GATS and tourism, Tourist Safety and Security , Tourism Signs and Symbols, Recommended Measures for Tourism Safety, Health Information and Formalities in International Travel, Creating Tourism Opportunities for the Handicapped, UNWTO Statement against organized sex tourism' Quality and Hygiene and Safety of Food in the Tourism Sector important publications.

n. **Global Code of Ethics for Tourism**

Adopted by the UNWTO General Assembly in 1999 and acknowledged by the United Nations General Assembly in 2001 by a special resolution, the Code sets out a ten-point blueprint for safeguarding the resources upon which tourism depends and ensuring that its economic benefits are equitably shared.

The Code is based on the principles of sustainability that underpin all of UNWTO's programs, with special emphasis on involving local communities in planning, managing and monitoring tourism development. It includes nine articles outlining the 'rules of the game' for destinations, governments, tour operators, travel agents, tourism workers and developers, and travelers themselves. The tenth article involves implementation of the code through the activities of the World Committee on Tourism Ethics.

o. Sustainable Development

Ensuring the sustainable development and management of tourism so that its benefits can be enjoyed for generations to come is the philosophy behind the activities carried out by the Sustainable Tourism Development Section. UNWTO creates practical instruments that allow tourism managers, in both the public and private sectors, to apply the principles of sustainability to concrete situations. The Section has issued several publications, manuals, inventories and analyses of best practices, which have been widely circulated and organized seminars have been held throughout the world.

Some major projects include:

i. **International Year of Ecotourism 2002:** Recognizing the global importance of ecotourism, the United Nations designated the year 2002 as the International Year of Ecotourism. A World Ecotourism Summit in Quebec, Canada, (May 2002), jointly organized with the United Nations Environment Program, gathered around 1,200 participants and resulted in the Quebec Declaration on Ecotourism, containing 49 specific guidelines for sustainable ecotourism development and management.

ii. **World Summit on Sustainable Development:** The World Tourism Organization was actively involved in the preparations for the World Summit on Sustainable Development that took place in Johannesburg on 26 August - 4 September 2002.

Planning for sustainable development of tourism: UNWTO has published several manuals for tourism planning at the national, regional and local levels. It organizes national seminars on tourism planning for local authorities in developing countries.

Indicators of sustainable tourism: Sustainable tourism indicators are fundamental tools for the planning and monitoring of tourism development. UNWTO has been involved in this area since 1992, conducting pilot studies, producing a manual and teaching how to use indicators through a series of regional technical workshops in different regions and types of destinations.

Good practices in sustainable development of tourism: Providing successful examples of tourism development and management is an important way of disseminating experiences that can be adapted at other destinations. UNWTO

has published three compilations of good practice cases in sustainable tourism, each of them containing around 50 case studies from more than 30 countries in a structured format.

Key Publications include:

i. Sustainable Development of Tourism: Guide for Local Authorities, with three regional supplements (Africa, Americas, Asia & the Pacific),

ii. A Practical Guide to the Use of Sustainable Tourism Indicators,

iii. Agenda 21 for the Travel and Tourism Industry

iv. Guidelines for the Development of National Parks and Protected Areas

v. Sustainable Development of Tourism - A Compilation of Good Practices

vi. Sustainable Development of Ecotourism - A Compilation of Good Practices

vii. Voluntary Initiatives for Sustainable Tourism

viii. Series of ecotourism market studies

p. **Statistics by UNWTO's Section on Statistics and Economic Measurement of Tourism**

Proving the economic impact of tourism with solid facts and figures is the goal of UNWTO's Section on Statistics and Economic Measurement of Tourism. It helped create the Tourism Satellite Account (TSA) and is now assisting governments implement this accurate system of measuring the demand and supply sides of tourism.

UNWTO sets international standards for tourism measurement and reporting. Its recommendations on tourism statistics were adopted by the United Nations in 1993, creating a common language of tourism statistics that allows destinations to compare their success with that of their competitors. In 2000, the United Nations approved the Tourism Satellite Account methodology, making tourism the world's first sector to have international standards for measuring its economic impacts in a credible way.

UNWTO also provides the world's most comprehensive tourism statistics. Member States, private tourism companies, consulting firms, universities and the media all recognize UNWTO as the world's most comprehensive and reliable

source of global tourism statistics and forecasts. Tourism data collected from 190 countries around the world include: arrivals, receipts, overnight stays, mode of transport, length of stay, tourist spending, and origin of visitors.

Tourism Satellite Account: Endorsed by the United Nations Statistical Commission, the Tourism Satellite Account is a joint project of several intergovernmental bodies and industry representatives. It sets a series of global standards and definitions that measure the tourism industry's true contribution in terms of: percentage of GDP, direct tourism jobs and capital investment. In compliance with United Nations recommendations, it runs alongside the national accounts framework. It will provide internationally comparable data developed by a country's own statistical institutions. TSA also puts tourism for the first time on an equal footing with other, less diversified economic sectors. Developing TSA is an opportunity for defining cooperative work between National Tourism Administrations, National Statistical Offices and Central Banks.

Key publications include: Compendium of Tourism Statistics, Yearbook of Tourism Statistics, Tourism Satellite Account as an ongoing process: past, present and future developments, Papers on Measuring the Economic Significance of Tourism, and Measuring Visitor Expenditure for Inbound Tourism

q. **Market Intelligence by UNWTO's Section on Market Intelligence and Promotion**

Assisting Governments and tourism professionals in understanding the constantly changing tourism marketplace is the aim of UNWTO's Section on Market Intelligence and Promotion. Identifying market trends as they are happening; short term and long-term forecasting; analyzing the world's generating markets; conducting research into niche markets; and providing evaluation tools for promotional campaigns are just some of the activities carried out each year.

The **annual series of Tourism Market Trends** reports provides a timely and comprehensive analysis of tourism results around the world. It enables tourism authorities to compare their performance to other countries of the same region, examining arrivals, receipts and the main factors affecting growth in the previous season.

Special attention is paid to studying tourism products, such as sports, cruises, MICE tourism (meetings, incentives, congresses and exhibitions) and market segments, such as ecotourism, youth or senior tourism. Another important task is the analysis of outbound tourism of both consolidated and emerging markets. Research can be initiated in any specific topics relevant for tourism development. For instance, to increase insight in the evolution of the tourism sector, it was studied how consolidation by means of alliances, mergers and acquisitions in the sub-sectors of accommodation, air transport and distribution is impacting destinations, travel agents, small businesses and the consumer.

To assist Member States with tourism promotion, the Section conducts periodic surveys on tourism budgets and sources of financing. It also provides practical guidance whenever pertinent. For instance, after the September 11th attacks it monitored the subsequent situation of uncertainty, studied lessons learned from past crises and helped Members with strategies to adapt to sudden change in market conditions.

UNWTO's seven-volume forecast Tourism 2020 Vision on worldwide forecasts is a landmark study based on data gathered from Member States and interviews with over 75 tourism visionaries about the future of the industry. It predicts that international tourist arrivals will grow by an average of 4.1 per cent annually for the 25-year period 1995-2020. Tourism 2020 Vision includes forecasts of inbound and outbound tourism growth for countries in every region of the world and examines the outlook for several market segments.

Results are disseminated in various ways, such as through presentations and seminars, the UNWTO website and in a broad range of publications, including:

- Tourism Market Trends - five regional volumes and a world volume
- Tourism Highlights
- Tourism 2020 Vision - six regional volumes and a world volume
- Budgets of National Tourism Administrations
- Tourism Generating Markets
- World Tourism Barometer

r. Communication through publications, net, etc

Increasing awareness of the importance of tourism, promoting the UNWTO's work and objectives through effective communication in order to provide transparency of its activities, helping achieve the goals of all sections and keeping you informed about new projects, studies, seminar results and upcoming UNWTO activities are the primary goals of UNWTO's Press and Communications Section. Members receive the UNWTO News, published quarterly, and the electronic Members' Update, published fortnightly. Non-members are reached through the media. The Press and Communications Section maintains a database of 2,000 key journalists around the world and contacts them regularly through news releases and press conferences.

The entire tourism industry is reached by UNWTO's website on the Internet and through major international tourism trade fairs where UNWTO operates an information booth, including those conducted in : FITUR, Madrid, ITB, Berlin, MITT, Moscow and WTM, London

Improving the **promotional efforts of Member States through effective media relations**, organizing press trips and seminars on media relations and crisis management, are even more goals of UNWTO's Press and Communications Section. It publishes Shining in the Media Spotlight, a communications manual that includes a directory of major media in the world's top tourism generating markets. The World Conference on Tourism Communications (TOURCOM), to be held in early 2004, will become a regular meeting place of tourism professionals from both, public and private sectors, with the international media.

Today, UNWTO has already more than 250 titles available. Every year this list is extended by some 30 to 40 new titles in up to four official languages which are produced by the UNWTO publications department together with the originating sections. The Publications department runs at UNWTO headquarters in Madrid a bookshop from which all publications and electronic products can be ordered. Besides, all books and electronic products are displayed in a very detailed form and with excerpts in the UNWTO Infoshop at www.world-tourism.org/infoshop. Easy purchase and credit card payment options are just some of the comfortable features the shop offers. All products can also be ordered directly from a world-wide network of local distributors.

With the aim of improving the dissemination of our information as much as possible, translation and reproduction rights are also available to editorials that wish to publish UNWTO publications into other official and non-official languages. Until today UNWTO publications have been translated into more than 30 different languages.

With its recently launched Depository Library Program, the UNWTO publications section encourages libraries to collect all UNWTO publications and make them available to a wider audience. All libraries which are complying with the requirements for Depositary Libraries are invited to share this initiative and are offered interesting financial conditions.

UNWTO aims to expand the scope, coverage, and quality of our publications and electronic products, as well as the number of editions available in English, French, Spanish, Russian and other languages. The Secretariat always welcomes feedback about any UNWTO product. If you would like to be kept informed about new products, you are invited to be registered in our mailing list available at www.world-tourism.org/infoshop under the option "mailing list".

s. Documentation Resources

With the goal of acting as a true clearing-house, the UNWTO Documentation Centre endeavors to provide up to date qualitative information on tourism activities and related components on a theme-oriented basis. The Documentation Centre concentrates its efforts to improve the information linkage networking between itself, UNWTO Members and other institutional partners, so as to facilitate tourism information access, transfer and exchange worldwide. With these objectives in mind, the Centre offers online access to a tourism legislation database (LEXTOUR) providing bibliographic and textual data on laws and regulations existing both at the UNWTO Secretariat and in similar external legislative information systems.

As visible output products, the Centre delivers regular research reports on strategic issues, such as the role, spheres of competence and activities of tourism administrations and tourism investment policies. It also collaborates with other departments within the Secretariat in establishing a permanent tourism taxation monitoring information system. To consolidate its function as a referral service, a specific database administrated by the Centre disseminates factual data on

national and international tourism information holders and brokers (INFODOCTOUR) via the UNWTO Website. In addition, the Documentation Centre provides an authoritative tool for indexing and retrieving information on tourism and allied fields with the Multilingual Thesaurus on Tourism.

t. **World Tourism Day & MDGs**

The General Assembly also endorsed UNWTO's appointment of its first Special Advisor on Women and Tourism to promote gender equality and empower women to fostering a network of activists, ambassadors and advocates to support the work of the UNWTO Special Advisor on Women in Tourism.

6. ROLE OF WORLD TRADE ORGANIZATION IN STREAMLINING GLOBAL TOURISM TRADE

UNWTO is a specialized agency of the United Nations and is the leading international organization in the field of tourism with responsibility to streamline global tourism. It is the global forum for tourism policy issues and a practical source of tourism know-how. UNWTO is charged with the responsibility of making tourism contributing to economic development, international understanding, peace, prosperity etc. In the orderly development of tourism lies the goal realization of UNWTO. So, it takes up the lead role in channeling global tourism. With its vast membership of 150 countries, seven Territories and some 350 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities, Regional Commissions, etc. UNWTO is committed to play a great role.

Intergovernmental organization: UNWTO is the only intergovernmental organization offering a unique contact point for discussion between Government officials and Industry leaders. Of the UNWTO's three categories of membership, namely, **Full Members, Associate Members and Affiliate Members, the Affiliate members** comprising of the industry representatives like airlines and other transports, hotels and restaurants, tour operators and travel agents, banking institutions, insurance companies, travel assistance, publishing groups, etc really make the industry grow and glow. UNWTO's broad-based affiliate membership also has its own program of activities which includes regular meetings and technical seminars on specific study topics.

UNWTO advocates a partnership approach to development: UNWTO recognizes that the private sector is the driving force behind tourism growth and advocates a partnership approach to development on the local national level and international level. **UNWTO Business Council** brings together private sector business related to tourism, including corporations, industry associations and consultants for collective promotion of tourism at both times of good and bad.

Sustainable tourism destination management: UNWTO's Destination Council Destination Council opens the door to sustainable tourism destination management. Its Mission is, 'to support its members (destinations) in their efforts to enhance sustainable development of tourism, to maximize economic, social and cultural benefits for the local communities through the close synergy of interests of all stakeholders and to reinforce their global competitiveness in the tourism marketplace'.

Improving Competitiveness through quality: In the changing world tourism market the capacity to compete lies at the heart of national and industry efforts aimed to attract national and international tourists. The capacity to compete depends on the investments made to create an attractive and safe product, enhance its quality and provide for a friendly and encouraging competition environment. The notion of quality of the tourism product includes assurance of safety and security as a basic factor. Quality also includes a professional approach to do things right at all times and meet legitimate expectations of consumers, thus helping to implement the principles contained in the Global Code of Ethics for Tourism. The **UNWTO's Education Council** is active in the development and implementation of the UNWTO Human Resources Development Program of Work.

Regional Commissions for exchange of experiences: UNWTO has **six regional commissions** which exchange experiences and work towards common goals of tourism development on the globe. Challenge of Globalization in the Middle East, Human Resource Development in East Asia, Quality Standards in tourism, Crisis Management in East Asia and the Pacific, etc are addressed by the respective regional commissions and later shared globally. They help facilitate productive contacts between tourism authorities and other branches of government

Special projects that promote tourism: UNWTO is in a unique position to carry out special projects that promote tourism to a group of Member States. The

Silk Road and the Slave Route are two of these projects, initiated in cooperation with the

Tourism - an engine for socio-economic growth and poverty alleviation: The UNWTO dedicates itself to meet the specific needs of the Member States and to support them in their efforts to develop and promote the tourism industry as an engine for socio-economic growth and poverty alleviation through the creation of employment.

Technology transfers and international cooperation: The UNWTO plays a catalytic role in promoting technology transfers and international cooperation, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

Source of information: UNWTO through its extensive program of publications and the recently launched program of electronic info-products, is serving as a power house of tourism and related information. **Multi Stakeholder Industry Forum** supports the different constituent partners of the tourism chain with information and consistency of messaging. The MSIF will bring together international organizations and associations across the global tourism sector to share ideas, needs, good practices as well as consistent responses.

Managing times of havocs and panic: The UNWTO's **'Risk Management Committee'**, provides members with war footing guidelines to deal with the damage control exercises, panic prevention, aftermath arrangements to help the needy including taking the affected tourist populace to safer places, etc. **Emergency Response Coordination** is there intended to ensure that internal and external actions are totally aligned to the goals and activities of the UN system.

Advice to support the stakeholders: UNWTO provides information, coordination and capacity building support to all its members. UNWTO renders advice and tools to members to deal with health calamities, natural calamities, etc by disseminating scientifically sound information to the public in the different emergency phases.

'ST-EP' and Poverty eradication: UNWTO introduced a program called 'ST-EP' in 2003 which means sustainable tourism for eliminating poverty. 'ST-EP'

was created by UNWTO to harness the developmental power of tourism in the fight against world poverty. **UN's Millennium Development Goals** have the objective of halving extreme poverty by 2015. ST-EP is especially focused on people living on less than a dollar a day. The targets are the world's least developed countries, especially those in Africa, along with developing states in general. A key theme of the Millennium Development Goals is the need for sustained action, as opposed to grand, immediate or sweeping schemes. The **primary criterion of assessment for any ST-EP project is that it must be sustainable**. However economic sustainability is not enough by itself. ST-EP projects must also be socially and ecologically sustainable. Poor people should not have to compromise their culture or environment in order to earn a living. That principle reflects the Liberalization with a Human Face philosophy, a UNWTO concept that prioritizes poverty alleviation, sustainability and fair trade. Given that tourism represents over 70 per cent of service exports in least developed countries, it is uniquely positioned to deliver positive social change to those who need it the most.

Coordination with Private Sector: UNWTO utilizes a partnership approach to tourism as a method to promote public and private integration and as a model of understanding between the two sectors. To achieve their objectives, UNWTO aids Members in expanding their tourism businesses through industry networking, forming contacts with the necessary government officials strengthening industry-education relationship, and conducting specialized research projects of the private sector. Currently, the UNWTOBC is undertaking numerous projects with the hope of creating more public-private partnerships and sustained cooperation amongst tourism industries. These projects include investigations into the factors that affect tourism, methods of managing congestion on sites, assisting small and medium size enterprises, ensuring the least environmental pollution by going for better energy source, energy use and energy-efficient crafts and implementing new technology to the benefit of all stakeholders.

Research to Development: UNWTO through its various arms, continues research on a wide range of operational improvement projects accompanied by annual studies, data compilation, research publication and organization of conferences. The areas of special interest to the tourism business community which include:

- Enhancing Tourism Competitiveness
- Marketing Tourism Destinations Online
- Strategies for the Information Age
- E-Business for Tourism
- Tourism Taxation - Striking a Fair Deal
- Tourism and Technology integration
- Support to Micro-Small-Medium Enterprises
- Promotion of integration of the local area and the poor with the tourism industry

Tourism for Prosperity and Peace: Tourism is firmly established as the number one industry in many countries. International tourism is the world's largest export earner and one of the world's most important sources of employment. It stimulates enormous investment in infrastructure, most of which also helps to improve the living conditions of local people. It provides governments with substantial tax revenues. Intercultural awareness and personal friendships fostered through tourism are a powerful force for improving international understanding and contributing to peace among all the nations of the world. UNWTO wants to promote tourism on the lines of prosperity and peace for maximum number.

Ward off negative aspects of tourism: The UNWTO places a great emphasis to ward off negative cultural, environmental and social impacts of un-planned, ill-managed and under-monitored tourism. The UNWTO encourages governments to play a vital role in tourism, in partnership with the private sector, local authorities and non-governmental organizations to make tourism efficient in every aspect.

Development of projects: UNWTO secures financing, locates the world's leading experts, and carries out a gamut of development projects-large and small at the request of member nations. Several countries have got Master Plans for tourism in their nations, including destination management, eco-tourism, women empowerment, etc by the UNWTO.

Destination Management Initiatives: UNWTO formed a task force to focus on issues that are of special concern at the destination level. Some concerns of the task force include: Management of congestion at coastal destinations; Economic

measurement of tourism at the local level; Destination marketing for cities; Information and communication technologies; Human resource development; and Risk and crisis management at individual tourism destinations. The Task Force for Destination Management meets periodically and acts as an informal advisory body of UNWTO, with the aim of encouraging new work in these areas.

Information Age for Enlarged access to Tourism: UNWTO's work in the area of new Information Technologies (IT) aims to provide leadership in the field of IT and tourism, as well as helping to bridge the digital divide between the have and have-nots among UNWTO's membership. The objective is to keep all Members up-to-date on the constantly changing technologies that will affect the tourism industry in the years to come.

Tourism Education for better HR support to the industry: UNWTO works to add value to the tourism sector by providing direct support in tourism education, training and knowledge. The UNWTO Education Council takes care of this, as well as those of the UNWTO. Providing leadership initiative and coordination in quality tourism education, training and research through public-private partnerships among institutions and UNWTO Member States is well managed by the UNWTO. UNWTO Education Council is made up of leading tourism education, training and research institutions as well as business schools worldwide that have obtained the quality certification.

Quality in Tourism Trade: UNWTO seeks to assist government and private sector members in determining and pursuing tourism quality-related objectives, standards and measures as a contribution to sustainable development of the industry for the benefit of all stake-holders. Quality in safety, security, health, education, service, etc is addressed.

Ethics for Better Tourism: Ethics and tourism industry must be intertwined. UNWTO Code of Ethics for tourism industry sets out a ten-point blueprint for safeguarding the resources upon which tourism depends. The Code is based on the principles of sustainability with special emphasis on involving local communities in planning, managing and monitoring tourism development.

QUESTIONS

1. Present the origin, organization and activities of the UNWTO.
2. Discuss the types of membership of UNWTO and their activities.
3. Elucidate the organization and functions of the UNWTO.
4. Explain the policies and achievements of UNWTO.
5. Analyze the role of UNWTO in streamlining global tourism trade

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UNIT-II

GLOBAL LEVEL ASSOCIATIONS IN TOURISM- FUNCTIONS & ROLE

Syllabus covered: **Global Institutional Framework II:** Global level associations of travel agents, transport operators and hoteliers – PATA, IATA, International hotel association, etc- Role and functions.

Objectives of this lesson are :

1. To present the origin, organization, role and activities of the PATA
2. To discuss the origin, organization, role and activities of the IATA
3. To elucidate the organization and role and activities of the IHA
4. To explain the role and functions of Global level associations of travel agents, transport operators and hoteliers
5. To present the organization and activities of the WTTC.

1. TOUR OPERATORS, TRAVEL AGENTS & PATA

It is rightly said that travel industry is an uncoordinated people trying to achieve a coordinated result. Tourist attractions, accommodation facilities and transport services are, no doubt, the essentials of tourism; but these factors, by themselves, remain uncoordinated. Hence an intermediary agency is required to combine these individual elements, to offer a 'basket' of facilities required by the tourists. A tour operator is one who '**buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package of travel, the tour, to his clients**'. A travel agent is "one who acts on behalf of a principal, *i.e.,* the original provider of tourist services, such as a hotel company, an airline, a tour operator or a shipping company to take the offering on a wider market plane and effect the booking".

A tour operator is a manufacturer of tourist product, namely, an inclusive package tour. A well conceived and designed package tour covering a wide range of tourist attractions in a chosen destination, at an economical inclusive price, is a real stimulant to prospective tourist. Hence the degree of

ingenuity and imagination with which a tour operator goes about the task of arranging a package tour has a telling effect on his business, the satisfaction derived by the tourists and on the development of tourism industry as a whole. Today most of the tour operators conduct regular package tours to set itineraries with a standard of services. Besides they design package tours to suit the needs of individual groups. Thus a tour operator can rightly be called as "the only true manufacturer of the tourists product—the inclusive tour—packaged, standardized, quality controlled and mass produced". Travel agents bring together tourists and tour operators together. In other words the travel agents help in marketing the product of the tour operator. Thus well established and enterprising travel agents can develop tourism industry in the right direction in a large measure by providing marketing support to tourism product. Sita Travels, Cox and Kings, TCI, etc are some renowned tour operators in India.

Travel agents are the sales agents of the tour operator. The travel agents' stake is limited to that of finding buyers of the tourism package offered by the tour operator. They work for a commission and their risk is lower.

1.1. PACIFIC ASIA TRAVEL ASSOCIATION (PATA): Role and Functions

Pacific Asia Travel Association (PATA) was founded in 1951. It is the recognized authority on Pacific Asia travel and tourism. Formed over 55 years ago with headquarters in Bangkok, PATA is a global organization with over 2,500 members comprising of 42 Member Destinations and their Airlines, Hotel Groups, Tour Operators and Travel Agents.

PATA's uniquely structured organization has helped unite the many facets of tourism in the region. PATA provides leadership and advocacy to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to a global network of PATA chapters. Through PATA's unique partnerships with and between its members, it continues to enhance the sustainable growth, value and quality of travel and tourism to, from and within Asia Pacific.

The Pacific Asia Travel Association (PATA)'s advantage is that it continues to influence the direction the industry takes through its unique membership structure of public-sector tourism organizations; air, land and sea carriers; and organizations engaged in the production, distribution, financing,

consulting, educating and other technical aspects of the travel industry. PATA is the one organization where one can interact with people from all sectors of the travel industry. It is a powerful network of top players from key companies and countries. PATA is the only travel and tourism organization in the world that brings together the public and private sectors as equal partners. PATA brings great intelligence on Asia Pacific, a great network of people and great historical perspectives on doing business.

Strategic Intelligence Centre (SIC) : PATA's Strategic Intelligence Centre (SIC) is the envy of every other travel industry association on the planet. It has its finger on the pulse of the world's most dynamic region, namely the Asia Pacific. SIC's unrivalled statistics, analysis and forecasts distinguish some of the world's most acclaimed publications on the Asia Pacific travel industry.

Publications: PATA publications help members understand the business environment in which they operate, now and in the future. From Asia Pacific aviation and tourism, to market intelligence and statistical reports, PATA has it covered.

PATA Chapters: Much of the strength of the PATA tree is in its root system – its chapter network. PATA chapters represent the Association's vast geographical reach, both within and beyond the PATA region: **Asia**, **Americas**, **Europe** and the **Pacific**. Each area chapters in turn have national chapters of their regional governments and other entities involved in travel and tourism trade.

Working with each other and with PATA headquarters, chapters facilitate the ongoing distribution of educational, networking and marketing opportunities for PATA members. PATA members who share a common home city, state, country or region enjoy participating in the activities of their local chapter. Every PATA member is eligible to join a chapter.

Government/Destination Membership

There are three levels of PATA membership available for government stakeholders in Asia Pacific travel and tourism. These are dealt below.

Level I -- The official tourism organization of any PATA region destination, whether publicly or privately funded, is eligible for Level I Government/

Destination Membership. Membership dues are calculated by a formula based on annual visitor arrival statistics.

Level II -- Provincial or state government departments and statutory bodies responsible for travel and tourism are eligible for Level II Government/Destination Membership. The destination this organization represents must be within the PATA region.

Level III -- City, municipality or equivalent organizations responsible for travel and tourism are eligible for Level III Government/Destination Membership. The destination this organization represents must be within the PATA region.

PATA Allied Partnership--Strategic alliances. This non-membership category offers PATA's world of benefits to government/destination organizations from outside the PATA region.

Carrier Membership

There are two levels of PATA membership available to air and surface carriers, ports and port authorities. These are presented below.

Level I -- Air and cruise lines operating common carriage services to, from and/or within the PATA region are eligible for Level I Carrier Membership. Membership dues are calculated by a formula based on passenger capacity and geographical area of operation.

Level II -- This applies to airlines operating common carriage services to, from and within the PATA region with aircraft that have passenger capacities of fewer than 75 seats or a gross weight of less than 12,500 pounds. The category is also open to air and cruise lines operating common carriage services that do not operate in the PATA region. Bus services, railways, ferry services, helicopter charters or similar organizations operating common carriage services to, from or within the PATA region are also eligible for Level II Carrier Membership, as are air and sea ports and port authorities.

Corporate Membership

This applies to major companies (excluding carriers) operating in travel and tourism or associated industries. The category includes multi-unit operations such as multi-property hotel chains, multi-office inbound tour operators and other tourism-related organizations that can be considered multinational. The annual fee is US$4,000.

PATA Premier Partnership: PATA is keen to enter into close working partnerships with the market leaders of industries of strategic importance to travel and tourism in Asia Pacific. The terms of this special non-membership category are negotiable.

Corporate Affiliate Membership: This category applies to the individual units, offices and properties of Corporate members. A Corporate member such as a hotel chain can encourage its properties throughout the region to sign up for PATA membership as a "Corporate Affiliate" .

Industry Membership

This is the entry level PATA membership for private sector stakeholders. It is designed for "single-unit" tourism-focused organizations, operating across all parts of the industry. It includes individual hotels, attractions, tour operators, travel agents, destination management companies, online travel companies, tourism consultancies and travel trade associations.

Associate Membership: This category is aimed at "single-unit" organizations whose primary business is not directly within the travel and tourism industry. They may operate in an associated industry, such as financial services, duty-free business or the media.

Media Membership: This special Associate Membership subcategory receives highest level products, services and benefits from PATA's Strategic Intelligence Centre and Communications departments.

Education Membership: This special Associate Membership subcategory is designed for universities, colleges and other educational institutions with dedicated tourism or hospitality programs.

Independent Retail Travel Agents Membership: This category was created to cater for "one-shop" retailers, many of whom are members of PATA chapters, who deal exclusively in outbound travel and have a clear and on-going commitment to the promotion and sale of travel to, from and within the Asia Pacific

Individual Membership Categories

Young Tourism Professional Membership is free for students or employees of PATA-member organizations who are aged 30 years or younger.

Benefits for PATA Members

- Meet and network with the leaders and key decision-makers of both public- and private-sectors of the travel and tourism industry at PATA events
- Promote tourism products and services in PATA's newsletters which are distributed to more than 13,000 (and growing) tourism professionals worldwide.
- Stay abreast of the latest industry news and updates through PATA's magazines, newsletters, web site, and more. PATA keeps your fingers on the pulse of the industry.
- Generate new business leads and referrals through PATA's web strategy with FREE hyperlink from www.PATA.org to your company web site.
- Plan ahead with confidence using PATA's world-class research and market intelligence for your business planning, product development and marketing purposes.
- Receive industry-wide recognition and exposure for your brand and products through the PATA Gold Awards, which are highly respected honours, recognizing excellence and innovation.
- Receive PATA endorsements for your campaigns, events, publications and products. PATA endorsements add credibility and encourages cross-sector co-operation.
- Enhance your organization's prestige and visibility, the key to unlocking the business doors in the Asia Pacific region
- There is always an exciting schedule of PATA events in the making, from the value-added Annual General Meeting to the localized networking opportunities presented by our global PATA chapters.
- The launch of exciting new intelligence reports are often accompanied by high-level networking events focused on regional markets.

PATA members are privileged invitees to all PATA activities, except the closed-door Board of Directors sessions, where the strategic direction of our Association is planned by representatives of Asia Pacific's vital government, carrier and industry stakeholders.

PATA Travel Mart: Participating in PATA Travel Mart, Asia Pacific's best travel trade contracting and networking show, enhances business opportunities. PTM focuses on building concrete marketing opportunities by pre-matching appointments between qualified international travel buyers and the sales representatives of the very best Asia Pacific travel and tourism products. PTM is an unmatched opportunity for contracting business, launching new products and services, and discovering the newest offerings in the region.

Market Intelligence: Receive the following cutting-edge market intelligence reports from PATA's world-renowned Strategic Intelligence Centre. **'Issues & Trends** ' is an easy-to-read analysis of the underlying issues and trends impacting today's travel and tourism industry. This report is highly valued as the most immediate source of information and analysis of current industry concerns. **'PATA Compass'** is a bi-monthly magazine that focuses on PATA activities, destinations and in-depth industry issues and trends. Stay up-to-date on the latest developments in the region. **'Online Statistics'** is the only place that compiles such an important range of data in one online resource. Through an online statistics section in the members-only zone of PATA.org, members always have access to the most up-to-date tourism statistics.

Online and offline media opportunities

The following online and offline media opportunities are offered **FREE to members:**

Promote your tourism products and services our Web site, which attracts ore than 1,800 visitor per day, and our e-newsletters which are distributed to more than 13,000 (and growing) tourism professionals worldwide.

Submit your product news and special promotions on 'PATA Special Offers' for industry-wide exposure through www.PATA.org's popular news pages, plus the 'News@PATA' and 'What's New in Asia Pacific' e-newsletters.

List your company profile on PATA's online member directory at www.PATA.org/members to generate business leads and referrals via your FREE hyperlink.

Link your careers Web page from www.PATA.org/careers and submit important job vacancies for exposure on one of PATA's most popular Web pages

Other Opportunities: Employees aged 30 or younger can register for FREE Young Tourism Professional (YTP) membership. Enjoy priority consideration for PATA and PATA Foundation educational scholarships to the Executive Development Institute for Tourism (EDIT) Program in Honolulu, Hawaii. FREE authentication and discounted registration of ".travel" domain name(s) through PATA.

The PATA Members' Code of Ethics:

(i) PATA is committed to encouraging and assisting in the development of the tourism and travel industry throughout Pacific Asia and as such all members must conduct themselves and their business activities in a manner that promotes the ideal of integrity in travel and tourism and agree to act in accordance with the following principles of the PATA Code of Ethics.

(ii) In promoting the aims of PATA, members will:

- Promote and encourage the highest level of ethics within the tourism and travel industry while maintaining the highest standards of professional conduct.
- Promote the aims of PATA.
- Strive for excellence in all aspects of the tourism and travel industry by performing consistently at or above acceptable industry standards.
- Protect the public against fraud and unfair practices, and promote all practices which bring credit and respect to the industry.
- Provide truthful and accurate information.
- Strive to cooperate with all members in order to provide the highest quality service.
- Avoid real or perceived conflicts of interest whenever possible.
- Will not engage in any unlawful activity in any country.

(iii) PATA's members will not engage in conduct that is likely to bring the Association or any of its affiliates into disrepute; i.e. any activity found to involve fraud, deception, mis-representation, misapplication of property or breach of trust or other fiduciary obligation. Each PATA member shall adhere to the principles of the standard of conduct.

Failure to do so may result in disciplinary action, including the possibility of suspension or termination of membership as deemed appropriate by a Committee comprised of the Chairman, Chairman-Elect, Secretary/Treasurer, Past Chairman, President/CEO and CFO. Any recommended action by the Committee will be forwarded to the Board of Directors for approval

Sustainable Tourism

PATA also advocates practices pertaining to sustainable tourism development. PATA's Charter (Article IV) sets out the Association's commitment to what is now called sustainable development: "to encourage and assist in the development of travel industries throughout Pacific Asia in a manner which recognizes the urgent importance to practice an environmental ethic that supports responsible conservation and restoration of Pacific Asia's unique combination of natural, social and cultural resources".

Guided by the PATA Sustainable Tourism Committee, PATA's development, research, communications and events activities often include references to, and discussions of, sound sustainable tourism concepts and practices. For example, at the 50th PATA Annual Conference in Kuala Lumpur, Malaysia, April 2001, PATA adopted and undertook to promote the APEC/PATA Code for Sustainable Tourism. In addition, the PATA Traveler's Code was approved by the PATA Sustainable Tourism Committee at its April 13,2002 meeting in New Delhi, India. PATA and Green Globe 21, a worldwide benchmarking and certification body that facilitates sustainable travel and tourism for consumers, companies and communities, have agreed to work together to encourage PATA members to implement best practices.

Green Globe -- Certifying Sustainable Practice

PATA and Green Globe have agreed to work together to encourage PATA members to implement best practices in sustainable tourism.

Green Globe offers a global benchmarking, certification and performance improvement system for sustainable travel and tourism. Using Green Globe, organizations demonstrate responsible and sustainable behaviour across the triple bottom line of economic, social and environmental management.

Green Globe systems deliver:

- Reduction in green house gas emissions

- Energy efficiency, conservation and management
- Reduction in consumption of fresh water resources
- Ecosystem conservation and management
- Support for local community development
- Improved management of social and cultural issues
- Improved land use planning and management
- Improved air quality and noise reduction
- Improved waste water management
- Waste minimization, reuse and recycling

2. AIRLINES AND IATA

The global airline industry shows ever rising activities. Globally, airlines are responsible for US$1.4 trillion of economic activity, including US$0.4 trillion in direct and US$1 trillion in indirect transactions in 2005. Air traffic has grown practically every year since the creation of International Civil Aviation Organization (ICAO) in 1944. It is a fact that air transport brings tremendous benefits to humanity in terms of economic, social and cultural development. The air tourism industry currently in 2005 employs 29 million people, directly or indirectly, and represents 8 per cent of the world's gross domestic product, or some US$3 trillion.In 2005, passenger traffic on scheduled carriers of ICAO Contracting States reached the 2 billion mark for the first time. A long-term projected growth of 3.5 per cent annually would push that number to more than 2.5 billion by the year 2010. This translates into more than 30 million aircraft departures. Within this global figure of all scheduled passenger flight operations, the low cost sector shows a 22% increase of over 70,000 more flights year on year and a 26% rise in the number of seats available, representing an extra 12 million low cost seats.

Statistics supplied by ICAO's 189 Contracting States indicate that traffic in terms of passenger-kilometres performed increased by about 5 per cent in total (domestic and international combined) and some 6 per cent on international services alone over 2005. The average passenger load factor on both domestic and international services reached almost 76 per cent in 2006, up from around 75 per cent in 2005. Traffic figures for 2006 released by the International Civil Aviation Organization (ICAO), showed an increase of about 5 per cent over

2005 for the world's airlines, as measured in tonne-kilometres performed. Total number of passengers grew by about 4 per cent to 2.13 billion.

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Passengers (billion)	1.45	1.46	1.6	1.7	1.68	1.63	1.7	1.85	2.05	2.13

Aircraft fleet data reveal that there are 38,234 planes operating worldwide in July 2007 compared to 36,803 the same time in 2006, an increase of almost 4%. North America accounts for nearly one third with 13,800 aircraft, followed by Europe with 10,390. The regions showing the largest year on year increases are Asia Pacific (6.6%) and Africa (6.2%).

In July 2007, the number of seats offered on flights operating in July 2007 had reached an all-time high, with a capacity of **309.7 million seats worldwide – equivalent to an airline seat for the entire population of the USA.** A total of 2.6 million flights were timetabled for July 2007, up from 2.47 million for July 2006.

The low cost sector for July 2007 accounted for 16% of all flights (up from 13% a year ago) and 20% of all seats (up from 16%).The low cost sector showed a 23% increase of over 76,000 more flights in July 2007 compared to July 2006 and a 27% rise in the number of seats available in the same period

2.1 INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA): Role and Functions

IATA, The International Air Transport Association, was founded in Havana, Cuba, in April 1945. It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services for the benefit of the world's consumers. The international scheduled air transport industry is now more than 100 times larger than it was in 1945. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA. IATA seeks to ensure the Givernments are well informed about the complexities of the aviation industry to ensure better, long-term decisions.

Origin: The modern IATA is the successor to the International Air Traffic Association founded in the Hague in 1919 - the year of the world's first

international scheduled services. The International Air Transport Association (IATA) is the global trade organization of Air transport, one of the most dynamic industries in the world. Over 60 years, IATA has developed the commercial standards that built a global industry. Today, IATA's members comprise some 270 airlines - the world's leading passenger and cargo airlines among them - representing 94 percent of international scheduled air traffic.

Membership: At its founding, IATA had 57 Members from 31 nations, mostly in Europe and North America. Today it has over 270 members from more than 150 nations in every part of the globe. IATA's global reach extends to 150 nations through its over 100 offices in about 80 countries. IATA has restructured these offices to respond better to industry challenges and serve member carriers.

IATA's Mission is to "represent, lead and serve the airline industry: Airlines face a rapidly changing world. They must cooperate in order to offer a seamless service of the highest possible standard to passengers and cargo shippers. Much of that cooperation is expressed through IATA, whose mission is to "represent, lead and serve the airline industry". The IATA Billing and Settlement Plan operates in 71 countries for 390 airline and non-airline participants covering 150 countries and territories.

Fights for the interests of airlines across the globe: IATA seeks to improve understanding of the industry among decision makers and increase awareness of the benefits that aviation brings to national and global economies. It fights for the interests of airlines across the globe, challenging unreasonable rules and charges, holding regulators and governments to account, and striving for sensible regulation. IATA serves as an intermediary between airlines and passenger as well as cargo agents/shippers via neutrally applied agency service standards and centralized financial systems. A large network of industry suppliers and service providers gathered by IATA provides solid expertise to airlines in a variety of industry solutions. The air transport industry cannot influence the commodity price of oil. But it can strengthen measures to reduce its fuel-related costs by reducing its consumption and by ensuring a reliable supply of jet fuel at competitive prices. IATA's fuel campaign along with route and infrastructure improvements netted cost savings of the order of US $1 to 2 billions annually, since 20004.

Simplifying processes, increasing passenger convenience and reducing cost: IATA's aim is to help airlines help themselves by simplifying processes and

increasing passenger convenience while reducing costs and improving efficiency. IATA ensures that people and goods can move around the global airline network as easily as if they were on a single airline in a single country. IATA simplifies the travel and shipping processes, while keeping costs down. Passengers can make one telephone call to reserve a ticket, pay in one currency and then use the ticket on several airlines in several countries. IATA facilitates airlines to operate safely, securely, efficiently and economically under clearly defined rules.

Safety, the foremost priority: Safety is IATA's number one priority, and IATA's goal is to continually improve safety standards, notably through IATA's Operational Safety Audit (IOSA). IATA's Six-Point Safety Plan is a critical component. In 2005, there will be a particular focus on raising operational safety among cargo carriers, on enhancing ground damage prevention and on reducing accidents in Africa. Lack of international harmonization is compromising the good progress on strengthening security. Efforts must be on battling terrorism, not bureaucracy. Security is the responsibility of individual nations and must be paid for by governments. Passing almost US$5.6 billion in annual security costs onto airlines and travelers is unacceptable, IATA feels.

Environmental support: Another main concern of IATA is to minimize the impact of air transport on environment, especially air-pollution. IATA has a proud environmental record that must be defended. It endeavours to eliminate air traffic management inefficiencies that are producing in excess of four million tons of carbon dioxide (CO) emissions every year. IATA supports the ICAO's mission to contain air-pollution.

Publications, training and consulting: In addition, IATA provides essential professional support to all industry stakeholders with a wide range of products and expert services, such as publications, training and consulting. IATA's financial systems also help carriers and the travel industry maximize revenues. IATA published more than 100s of technical publications every year.

Efforts at operational improvement and cost savings: Air transport operating costs approached US$400 -500 billion annually during 2004-2007. Rising fuel prices, passenger traffic growth and environmental awareness make improved operational efficiency more important than ever before. Governments, airports and air navigation service providers must recognize this imperative and work closely with users to enhance operational efficiency at every opportunity. A 1%

improvement saves the industry US$ 4 -5 billion annually. For the past three years, airlines have made significant inroads in slashing operational costs and improving efficiency.

Re-engineering the industry processes: Acting on opportunities to re-engineer industry processes that deliver more value to customers while cutting costs is a key to our evolution to a low-cost industry. IATA products and services strive to help carriers achieve this goal. Efficient back-office technologies are the lifeblood of interlining finance, including industry and financial services settlement, clearing house, currency clearance and credit card services. US$250 billion flowed through IATA systems in 2006.

Staff- training: In the most challenging of times it is the vision, knowledge and leadership of an industry's people that drive that industry's success. People continue to be the air transport industry's most important resource. Their contributions are needed now more than at any other time in IATA's 60-year history. In support of this imperative, IATA trains more than ten thousands of airline staff members every year.

E-ticketing, E-check in and E-Boarding pass

IATA intends to withdraw paper ticketing by the end of 2007 as electronic ticketing is expanding globally. One day the paper tickets may be a valuable museum piece. IATA, at the request of its Board of Directors and the CEOs of its over 260 airline members, is leading an initiative to convert the industry to 100% electronic ticketing by the end of 2007. Electronic ticketing is by far the more convenient option. Electronic tickets cannot be lost and make last minute changes to travel itineraries quicker and easier.

Much like ATM cash machines, common-use self-service check-in allows passengers with electronic tickets to check in on a number of airlines from one kiosk. By using common use kiosks, passengers avoid queues at airline check-in counters and, according to research conducted by IATA, reduce their check-in times by more than 30%. IATA is promoting it where it makes sense. Thus far, 40 airports offer this service and the number is growing quickly. In the Middle East alone, common use self-service check-in is either planned or being implemented in 12 airports. Bar-coded boarding passes is yet another device. The use of bar coded boarding passes is growing as consumers increasingly recognize the convenience of at-home or at-office check-in via the internet. Web

check-in gives passengers the ability to print their own boarding passes at home and avoid check-in queues at the airport. Bar coded boarding passes use IATA industry standard 2D bar codes that enable their use on interline journeys and global web check-in. IATA's Board of Governors recently set a deadline of 31 December 2010 for airlines to implement bar coded boarding passes across the globe. Travel is changing dramatically. But it is changing for the better. Electronic ticketing is an idea whose time has come. Now is the time to make the change

3. WORLD TRAVEL AND TOURISM COUNCIL (WTTC)

The World Travel & Tourism Council (WTTC) is a membership organization representing the leaders of the global Travel & Tourism Industry, working with Governments to raise awareness of one of the world's most important contributors to the economy and employment.

It recognized that in order to raise awareness of the powerful impact that Travel & Tourism has on employment and the economy, it was necessary to produce thorough and credible research. As such, one of our first challenges was to develop a method for researching and measuring the economic impact of tourism on national economies.

Economic consultancy and research: Over the past 15 years WTTC has worked with various economic consultants and researchers to improve its methodologies and to encourage individual countries to enhance their measurement and understanding of tourism's impact on their national economies. In partnership with Oxford Economic Forecasting (OEF), WTTC undertakes TSA research on an annual basis.

Tourism Satellite Accounting research: Since its inception in 1990, the Council has developed and refined its Tourism Satellite Accounting research and now publishes reports on 174 countries worldwide, highlighting the impact of Travel & Tourism on jobs and the economy. Each year WTTC undertakes in depth TSA research studies on selected countries.

Special Country Reports: These Special Country Reports quantify all aspects of Travel & Tourism demand then translate this information into economic concepts of production, which can be compared with other industries and the economy as a whole to provide information that will assist in policy and

business decision making. The reports also set out WTTC's recommendations on policies that we believe will help optimize the potential benefits of Travel & Tourism, ensuring longer-term sustainable development and spreading the benefits across all levels of the economy and country. WTTC also undertakes research on specific countries and issues affecting the Travel & Tourism Industry such as Security, SARS and Corporate Social Leadership.

Professional information for decision making: In 2006 WTTC is proud to be partnered by a new global sponsor, Accenture. This partnership will strengthen and broaden the scope of its research and provide the resource to reach out to a wider audience of stakeholders who share the quest for solid, credible and professional information that can aid in public and private decision making

Competitiveness Monitor: The Competitiveness Monitor is based on a set of social and economic data that are available and comparable across all countries. The data is compiled using a series of indexes which form eight indices which are recalibrated to allow across the board comparisons. These are: **Price Competitiveness; Human Tourism ; Infrastructure; Environment ; Technology ; Human Resources ; Openness and Social.** The Monitor uses a 'traffic light' system to indicate the relative positions, rather than the absolute performance of different countries. Green, amber and red lights indicate respectively, above average, average and below average performance.

4. INTERNATIONAL HOTELS AND RESTAURANTS ASSOCIATION (IH&RA)

IH&RA was founded in 1946. IH&RA is the only business organization representing the hospitality industry worldwide. Its members are national hotel and restaurant associations throughout the world, and international and national hotel and restaurant chains representing some 50 brands. It is officially recognized by the United Nations. IH&RA monitors and lobbies all international agencies on behalf of this industry, estimated to comprise 300,000 hotels and 8 million restaurants, employ 60 million people and contribute US $ 1 trillion annually to the global economy.

Activities

i. Monitor issues that are raised by major international organizations involved in tourism.

ii. Represent the collective industry interests before policy makers.

iii. Lobby for better recognition of the hospitality industry worldwide.

iv. Lobby against damaging or costly attempts to regulate the industry.

v. Create Global Councils around industry issues to debate positions & create solutions.

vi. Listen to its members to ensure that all issues are addressed.

vii. Create Programs to serve the industry (i.e. International Worker Exchange, Youth Councils, Youth at Risk…)

viii. Provides a website platform for members to secure relevant information on the industry worldwide.

ix. Plan a series of informative Council and Board meetings and an annual Congress.

x. Provide support where requested to lend weight to local and regional issues.

Achievements

i. Ensured Flexibility of Working Conditions.

ii. Opposed Redundant & Costly Standards & Regulations.

iii. Protected Members' Interest on "International Hotel Classification".

iv. Fought Increased Copyright Licensing Fees.

v. Battled Trademark Violations.

Initiatives

i. Sustainable Development of Tourism via the IH&RA Annual Environmental Award with UNEP and publications and training packs like "Sowing the Seeds of Change".

ii. Co-Created World Heritage Site Hotel Program (Memories of the Future Restoration Project with UNESCO).

iii. Founding Co-drafter of "ECPAT Code" of Conduct for the Protection of Children from Sexual Exploitation in Travel & Tourism.

iv. Safety in the Workplace - HIV / AIDS in the Workplace, published with UN / AIDS.

v. Contributed to Hospitality Statistics & Research.

vi. Published the joint IH&RA/WTO Report on Hotel Classification, the only comparative analysis and inventory of worldwide hotel classification schemes.

vii. Served as Expert Advisor to Countries on Hotel Classification Systems (Jordan, Syria).

Working

IH&RA works through a series of Councils focusing the expertise of its members on issues considered of vital importance to membership and to the industry generally. These councils identify issues, set priorities and propose future action. They are:

i. NACE – National Association Chief Executives - Council

ii. Chains Council

iii. Global Councils

These Councils make recommendations to the **Board of Directors**, the main executive organ of the IH&RA. The Board provides strategic direction to the Association, deliberates on recommendations for action from the Councils and reviews IH&RA activities and management. The Board meets three times a year, once in conjunction with the Annual Congress and twice in stand-alone meetings.

The Board of Directors makes recommendations to the **General Assembly**, the supervisory organ of the Association. The General Assembly meets annually to review the activities and management of the Association, elect its President, Vice-Presidents and officers forming the Board of Directors. The General Assembly approves the accounts of the previous year and the budget for the coming year as well as membership fees. It also approves new members, resignation and dismissal of members.

IH&RA "NACE" – National Association Chief Executive – Council: The IH&RA "NACE" – National Association Chief Executive – Council is comprised of Chief Executives of Member national hotel and/or restaurant associations from all over the world. NACE members meet to discuss priority issues affecting national association members in their respective countries and to direct IH&RA on those issues which require international monitoring and lobbying. NACE and Chain Members come together for a combined part of their respective meetings to review issues of common concern to both categories of membership. These meetings are held twice a year – once in conjunction with the IH&RA annual congress in the later part of the year, and once in a stand-alone meeting in the earlier part of the year.

Membership Privileges of NACE

i. Membership provides the largest international network of hotel & restaurant associations in the world.

ii. IH&RA provides an essential network for the voice of the hospitality business to be heard by policy-makers at the international level.

iii. Contribute to discussions, participate in major hospitality events and promote business as a major player in the hospitality industry.

iv. As a NACE member, you are automatically part of the IH&RA General Assembly and NACE Council.

v. IH&RA's "Industry Watch" e-Newsletter is an exclusive service offered to members. It features updates about IH&RA monitoring and lobbying activities, the latest from international organizations whose work directly or indirectly impacts the hotel and restaurant industry, alerts about urgent industry issues, IH&RA members news, highlights from IH&RA activities and events and an international marketplace where IH&RA members can share and exchange advice, expertise, products and services.

Chains Councils

The IH&RA Chains Council is comprised of Senior Corporate Executives of Member national hotel and/or restaurant chains from all over the world. Chains Council members meet to discuss priority issues affecting chains in the countries or regions in which they operate and to direct IH&RA on those issues which require international monitoring and lobbying. Confronted with similar

challenges such as corporate strategic planning and brand management, Chains Council participants share information on non-competitive issues to improve their knowledge of the international environment. Chain and NACE Members come together for a combined part of their respective meetings to review issues of common concern to both categories of membership. These meetings are held twice a year – once in conjunction with the IH&RA annual congress in the later part of the year, and once in a stand-alone meeting in the earlier part of the year.

Membership Privileges of the Chains Council

i. Membership provides the largest international network of hospitality chains in the world.

ii. It is a unique opportunity to enhance your international presence.

iii. The Association provides an essential network for the voice of the hospitality business to be heard by policy-makers at the international level.

iv. Your support to the Association enables you to contribute to those discussions, participate in major hospitality events and promote your company name and associated brands as a major player in the hospitality industry.

v. As a chain member, you are automatically part of the IH&RA General Assembly and Chains Council which meets twice a year.

vi. IH&RA's "Industry Watch" e-Newsletter is an additional service offered to members. It features updates about IH&RA monitoring and lobbying activities, the latest from international organizations whose work directly or indirectly impacts the hotel and restaurant industry, alerts about urgent industry issues, IH&RA members news, highlights from IH&RA activities and events and an international marketplace where IH&RA members can share and exchange advice, expertise, products and services.

Global Councils

In 2005 the IH&RA set up a series of Global Councils that meet in a "virtual" setting twice a year in order to provide expert opinions on the issues from a global perspective.

Councils' job are:

i. Formulate positions on the issues at hand

ii. Introduce new issues for resolution

iii. Formulate pro-active strategies to ensure that IH&RA interests are considered & protected

The prime purpose of these Councils is to provide Global input into the IH&RA so that the voice & message that is delivered to the International organizations & agencies is relevant, current, and up to date and reflects the interest of our hotel & restaurant industry members.

The members of the Global Council are identified by IH&RA's Chain and National Association members and NACE members who serve on these panels for determined persiods of time.

A closed section is dedicated to each of the Global Councils on this website, accessed only by members of the Councils.

The IH&RA acts as the coordinator for the meetings and prepares agendas; minutes/resolutions as requested by each Council plus, then acts as the "presenter" of the Councils views at the appropriate international agencies.

Areas of specialty

i. Copyright & Neighbouring Rights

ii. Corporate Social Responsibility

iii. E-Marketing & E-Distribution

iv. Foodservice

v. Human Resources

vi. Safety, Security & Crisis Management

vii. Standards and Classification

viii. US Passport Regulation

IH & RA PARTNERS

IH&RA works in partnership with industry associations, non-government organizations and private and public-sector bodies to extend its worldwide reach and scope. The partners support IH&RA with valuable research and joint projects that enhance IH&RA's role as the global hospitality industry advocate.

HOTREC - Hotels, Restaurants & Cafés in Europe: HOTREC is the Confederation of National Associations of Hotels, Restaurants, Cafés and Similar Establishments in the European Union and European Economic Area. HOTREC represents hotels, restaurants and cafés in the European Union. It is the recognised spokesman for the interests of 36 national trade and employer associations and the hotel, restaurant and café industry of 22 European countries (the European Union, the European Economic Area and Associated Countries)

HFTP - Hospitality Financial & Technology Professionals: HFTP is an international professional association dedicated to providing the hospitality finance and technology community with networking, resources, and continuing education.

HSMAI - Hospitality Sales & Marketing Association International: HSMAI is a leading resource for sales and marketing professionals through creating business opportunities and providing value through their educational programs, networking, customer events and research.

ISHC - International Society of Hospitality Consultants: ISHC is a professional society of leading consultants in the hospitality industry. It currently has 185 members in 16 countries. Membership is by invitation only. ISHC members are principals, owners, directors or the equivalent thereof in their respective firms, and are required to abide by the highest quality of professional consulting standards and practices as set out in the ISHC Code of Professional Conduct.

ITP/IBLF - International Tourism Partnersip/International Business Leaders' Forum: The International Tourism Partnership (ITP), a programme of The Prince of Wales International Business Leaders Forum (IBLF) exists to inspire and provide global leadership for responsible business in hotels, travel and tourism.

WTTC - World Travel & Toursim Council: The World Travel & Tourism Council (WTTC) is the forum for global business leaders comprising the presidents, chairs and CEOs of 100 of the world's foremost companies. It is the only body representing the private sector in all parts of the Travel & Tourism industry worldwide.

HCIMA - The Hotel & Catering International Management Association: The Hotel & Catering International Management Association (HCIMA) is the

professional body for the hospitality, leisure and tourism industry. The Association proactively supports the needs of the industry and its members through the promotion of best practice, disseminating the latest industry information and providing unrivalled opportunities to network at high profile events

QUESTIONS

1. Present the organization, role and activities of the PATA
2. Discuss the organization, role and activities of the IATA
3. Elucidate the organization and role and activities of the IHA
4. Explain the role and functions of Global level associations of travel agents, transport operators and hoteliers
5. Present the organization and activities of the WTTC.

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UNIT-III

NATIONAL LEVEL TOURISM INSTITUTIONS I - FUNCTIONS & ROLE

Syllabus covered: **National Level Institutions I:** Ministry of tourism: Functions and Role- Tourism Development Board/Corporation: Role and Functions - Entrepreneurial, Regulatory and Support Functions and role.

Objectives of this lesson are :

6. To present the organization, role and activities of the Ministry of Tourism
7. To discuss the Union government's regulatory, policy, entrepreneurial and promotional roles in tourism.
8. To elucidate the organization and role and activities of the Tourism Development Board/Corporation
9. To explain the role and functions of ITDC.

Tourism industry is with lot of economic and social significance. There are public and private organizations that do the product/service offering, promotion and exploitation of opportunities in the tourism and hospitality industry. Hence it is very much monitored by the government for orderly reaping of economic benefits and ensuring that the social fabric of tourism is kept un-invaded, revealed to the discerning seekers and preserved for posterity. This task is left to government as the champion of national interests. Every country has a ministry of tourism for policy making and tourism department or board for execution. Hence we take up this string of institutions at the national level for assessing.

In India Ministry of Tourism, Government of India, the India tourism Development Corporation, Indian Railways, Director General of Civil Aviation, Ministry of External Affairs looking after the Visa aspects and other institutions represent the Union Government in so far as tourism is concerned. At the state level are the State Governments' Tourism Ministries and State Tourism Development Corporations to cater to the tourism development in the States concerned. The trade side is represented by individual organizations and their

associations, like the Travel Agents Association of India (TAAI), Federation of Hotel and Restaurants Association of India (FHRAI), and other bodies.

In this lesson we are dealing with the Central Government bodies namely Ministry of tourism and the India tourism Development Corporation only.

1. MINISTRY OF TOURISM, GOVERNMENT OF INDIA

Tourism is different, by its nature, from other industries. Tourism product namely the attractions are not trans-shipped as in the case of other industrial products. Instead the people have to come and see them for themselves. It involves movement of people. Herein involves a number of problems. In addition to attractions, the industry has to develop other facilities, to the taste and need of the tourists. Tourists need a package of attractions and services. Developing such a package, promoting the same, offering the same and making money in the process are to be carefully planned. Here are involved diverse set of persons, - the Government, the Government agencies, the hoteliers, the transport industry, the restaurateurs, the travel agencies and the public, all trying to achieve successful tourism management. The divergent groups have to be roped in. Provision for competition and co-operation among all participants has to be made. And, above all the whole scheme of things has to operate in an economic-social setting. The tourism development efforts should fit with the overall economic and social scenario of the country. Evidently greater central planning is needed. Herein the Government comes.

The Union Ministry of Tourism is concerned with national and international tourism attractions in the country, national and global tourism issues, foreign investment in tourism sector, fiscal policy relating to tourism promotion, and so on.

The **Union Ministry of Tourism** is headed by the Minister of State for Tourism. Administrative head of the Ministry of Tourism is the Secretary (Tourism), mainly responsible for policy making and program formulation. The overall responsibility for tourism administration rests primarily with the Government ever since tourism became a conspicuous, and foreign exchange earning industry in India. At all levels-Central, State and local, the government's role in tourism planning is paramount.

The **Director General of Tourism (DGT)** looks after the implementation of plans, policies and programs the Ministry has taken. In the absence of the

DGT, the Secretary to the Minister of tourism acts as the DGT as well. The office of the Director General of Tourism provides executive directions for the implementation of various policies and programs. The Directorate General of Tourism has a network of 20 offices within the country and 18 offices abroad. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and monitoring the progress of field projects.

1.1 Government as policy making, regulating, entrepreneurial & promotional body

India is following the mixed economic system, wherein public and private sectors exist side by side. Under this pattern, the role of the government in tourism planning is significant. In a mixed economy, the Government plays different roles. **Government is the policy making institution; it is the regulating body; it is promotional machinery; and it is an entrepreneur by itself**. In all these roles a planning input is always there. Let us deal with the same below.

As a **policy making institution**, the Government's role in tourism planning is enormous. It has plan and lay down policy for its own, and others' actions. It has to first of all plan what should be the scale and scope of its involvement in tourism, in respect of regulation of other participants in tourism, promotion of other participants and entrepreneurial tourism by the Government. In a federal structure like India centre-state relations assume great importance. Hence planning is needed as to demarking of areas of operation between the centre and the states. Areas for mutual involvement and areas for competition have to be made specific. Planning as to tourism targeting is essential. Plan and Policy on the hotel industry, on the transportation sector, on travel agency business, etc. all need to be formulated.

The **regulatory sphere** of Government role in tourism also involves quite a lot. The Government has to regulate the activities of travel agencies, the hoteliers, the transport sector and other agencies so that there is compliance of all legal requirements and mandates, including safety and security. For instance, in developing each resorts, the law prohibits permanent structures within a certain distance from the coastal .line. Here the regulatory-functions of the Government need to do much. Law enacting is not sufficient; its implementation

is essential. Regulation places mandatory stipulations for conduct and operations. The Ministry of Tourism both at the Centre and State Government regulate tourism industry in an overall sense covering the hotel industry, travel agencies, tourist operators and so on. The External affairs ministry, Finance ministry and Ministry of Home Affairs have regulatory powers, respectively, as to Visa and Passports, Foreign Exchange, Law and Order which have direct implications for tourism, both foreign and domestic.

Government role in respect of **tourism promotion** is very important in these days of international significance of tourism. Government alone cannot meet the entire needs of the tourism industry. Private sector participation is a must. In this context, the Government has to woo the private sector to invest in. tourism industry. Here the Government assumes the role of a promoter and has to offer incentives, concessions, exemptions etc. The Government has to plan the nature, size, duration and coverage of incentives, concessions and exemptions to private. Financial, marketing, credit, fiscal, preferential allotment of land, building materials and other needs, and other incentives are called for. Similarly concessions in the matter of tax-offs, import duties, if any, etc. are to be worked out. Exemptions from certain regulative frameworks have to be thought of considering the larger interests served by tourism. Internal and international tourism promotion through publicity and advertisement are undertaken by the government. This is an area where innovative planning and execution are much needed. These promotional inputs have to sized, their scope specified, their duration decided and eligibility for availing them determined. Of course, the administrative structure to implement and control the promotional functions has to be planned and instituted.

The **entrepreneurial role of the Government** in tourism needs business acumen and novelty. The Governments at the Union and the State levels in India have been functioning as hoteliers, as travel agency, as tour operators, as operators of duty free shops and so on. Entrepreneurial role needs careful planning for this involves a break from the traditional functions of the bureaucracy. Tourism is an industry where flexibility is very much needed. Government with its structural inflexibilities and lack of reflex will find it difficult to meet the demands of the industry. That is the reason that many government owned tourism ventures like hotels and parks are either running loss or ill-maintained or sold out. Next, the Centre-State participation needs to be on

the lines of complementary role, lest Government resources would be wastefully frittered away. As an entrepreneur, the Government tourism ventures should stick to the rules of the game along with private participants. Fair play, fruitful competition, tourist orientation, etc have to be ensured.

1.2 Functions of the Union Tourism Ministry

The Ministry of Tourism is the nodal agency for the development and promotion of Tourism in India. The functions of the Ministry are:

- Formulating national policies and programs
- Co-coordinating and supplementing the efforts and activities of various Central Government Agencies, State /Union Territories Governments-
- Catalyzing private investments
- Strengthening promotional and marketing efforts-
- Providing trained manpower resources-
- Developing infrastructure and
- Conducting research and analysis

The work of the Ministry of Tourism is divided into ten functional divisions which are headed by either a Director or Deputy Secretary level officer as follows:

- Planning, Publicity, IT Events Division
- Market Research Division
- Overseas Marketing Division
- Hotels & Restaurants Division
- Travel Trade Division
- Integrated Finance Division
- Official Language Division
- Human Resource Development division
- Domestic Tourism Division
- Parliament, Vigilance and North-East Division.

1.3 Regulatory Role of the Union Tourism Ministry

Regulatory role involves policy making and control.

i. Tourism policy in India

The National Tourism Policy was released in May 2002. It has outlined the following policy initiatives for the tourism sector:

The new policy is built around the **7-S Mantra of Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshaa (security), Sahyog (cooperation), Sanrachnaa (infrastructure) and Safaai (cleanliness).**

The new policy envisages a new thrust on hospitality to the tourists (protecting the tourist from harassment), providing ample information - especially online, maximum convenience to the guests, ample safe and security, getting the cooperation of all stakeholders for providing a wholesome experience to tourists, boosting tourism infrastructure to global standards and on cleanliness on all dimensions.

The policy has the economic objectives of: employment generation, wealth creation, development of remote and rural areas, environment preservation and social integration. The policy also aims to spruce up economic growth and promote India's strengths as a tourism destination that is both safe and at the same time exciting.

The policy proposes the inclusion of tourism in the concurrent list of the Constitution so as to enable both the central and state governments to participate in the development of the sector.

No approval is required for foreign equity of up to 51 per cent in tourism projects. Enhanced equity is considered on a case-to-case basis. NRI investment is allowed up to 100%.

Approvals for Technology agreements in the hotel industry are available on an automatic basis, subject to the fulfillment of certain specified parameters.

Concession rates on customs duty of 25% for goods that are required for initial setting up, or for substantial expansion of hotels.

50% of profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax. The remaining profits are also exempt if reinvested in a tourism related project.

Approved hotels are entitled to import essential goods relating to the hotel and tourism industry up to the value of 25% of the foreign exchange earned by

them in the preceding licensing year. This limit for approved travel agents/tour operators is 10%.

Hotels located in locations other than the four major metro cities are entitled to 30% deduction from profit, for a ten-year period.

The expenditure tax has been waived in respect of hotels located in the hills, rural areas, places of pilgrimage or specified place of tourist importance.

ii. Govt. of India Tourism Offices GoITOs)

The Ministry of Tourism has six Regional Overseas offices located at **Sydney, Frankfurt, Tokyo, Dubai, London and New York** headed by officers of different ranks. There are sub-regional offices located at **Argentina, Canada(Toronto), France (Paris), Israel(Tel Aviv), Italy(Milan), Netherlands (Amsterdam), Russia (Moscow), Singapore, Spain (Madrid), Sweden (Stockholm), South Africa (Johannesburg) and USA (Los Angeles).** The main function of these 18 offices is to carry out overseas marketing, position India in the tourism generating markets as a preferred tourism destination, to promote various Indians tourism products, etc

The domestic tourism promotion offices of MOT, GOI: The Ministry of Tourism has five Regional offices located at **Kolkata (East), Mumbai (West), Delhi (North), Chennai (South) and Guwahati (North East)** which are headed by an officer of the level of Deputy Director General designated as Regional Director. Each Regional Officer (called RD Office) has sub regional officers in their jurisdiction, totaling 18 in number. Agra, Aurangabad, Bangalore, Bhubaneswar, Cochin(Kochi), Hyderabad, Imphal, Jaipur, Khajuraho, Naharlagun, Domestic Airport Counter (New Delhi), International Airport Counter (New Delhi), Panaji (Goa), Patna, Port Blair, Shillong, Thiruvananthapuram and Varanasi.

In this context the role played by the Government of India Tourist Offices (GoITOs) abroad may be referred to. These offices and promotion cells have the specific responsibility of publicity and promotion of Indian tourism abroad. The respective embassies, trade consulates, cultural associations, etc., also do a lot of promotion. Besides providing information to the tourists, these agencies have to establish rapport with the local Press and media, travel writers, travel agents, Government departments, cultural organizations, etc., to stimulate more tourist traffic.

iii. Rules on Visa

Visa facilitation is yet another process, which needs to be rationalized urgently, to promote tourism. Stringent eligibility requirements and cumbersome procedure dissuade many visitors from visiting India. One of our major policies restrictive to the growth of tourism is "reciprocity" for issue of 'visa on arrival', under which we give visas to citizens of only those countries which give to Indians. Countries like Bhutan, Nepal, Singapore, Seychelles, Maldives, Thailand, Turkey, Taiwan and Indonesia give visas on arrival without reciprocity as a condition. Thailand has a visa-on-arrival policy for over 140 countries and there is no reciprocity in every case. Some even argue that we should abolish visa requirements for main source markets such as USA, European Union and Japan. For other countries it should be visa-on-arrival. Finally we could have a third list of countries which could qualify for strict visa requirements. The government may however cite security concerns as prime reason for very strict visa requirements and that is true too. None of the above countries referred above have the security problems as India has.

iv. Latest Policy thrust in India

As travelers surge into India, the demand for rooms, across segments, has skyrocketed during mid 2010s. Hotels in the luxury and business traveler segment are recording nearly 100 per cent occupancy, spiraling tariffs, and a strain on capacity and manpower. Anticipating this demand, around 10,856 hotel rooms in Delhi, 9,318 rooms in Mumbai, 7,794 rooms in Bangalore and 7,408 rooms in Hyderabad are expected to be added by 2011.

The objective of the existing Tourism Policy of the Government of India is to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an environmentally sustainable manner.

a. The present government's major policy initiatives include:

Liberalization in aviation sector

Pricing policy for aviation turbine fuel which influences internal air fares

Rationalization in tax rates in the hospitality sector

Tourist friendly visa regime

Immigration services

Procedural changes in making available land for construction of hotels

Allowing setting up of Guest Houses

b. Villages across as tourism hubs

The Indian Ministry of Tourism has identified 31 villages across the country to be developed as tourism hubs. The states in which these villages have been identified include Himachal Pradesh, Gujarat, Maharashtra, Bihar, Karnataka, Madhya Pradesh, Andhra Pradesh, Kerala, Tamil Nadu, Orissa, Assam, Sikkim, Rajasthan and West Bengal.

c. Open skies, open arms

The Government's Open Skies policy, permission for domestic airlines to commence international flights, start-up of various low-cost carriers, and fleet expansion by domestic players has created a huge incentive for domestic travelers to explore far-off destinations within and outside India. The booming aviation business is bringing an ever-increasing number of passengers to India, and pulling Indians out of their homes and into hotels. The number of domestic and international passengers has increased fifteen-fold to 75 million in 2006from 5 million in 1970. Private airlines accounted for 77.0 per cent of the total domestic traffic.

d. Health tourism

India is gradually gathering popularity as a **health tourist destination**. A study by McKinsey and Confederation of Indian Industry (CII) says that at its current pace of growth, healthcare tourism alone can rake over US$ 1.7 billion additional revenues by 2012. Medical tourism was a US$ 300 million industry in 2005 and about 100,000 patients come each year. The country needs to exploit the cost advantage it can offer to a health tourist, the study said. The biggest driver for healthcare tourism is the disparity in costs. **A heart surgery in the US costs US$ 30,000 as compared to US$ 6,000 in India. A bone marrow transplant in the US costs US$ 250,000 and US$ 26,000 in India.** These cost advantage is a hit to catch health tourism in a big way. "With yoga, meditation, ayurveda, allopathy, and other systems of medicine, India offers a unique basket of services to an individual that is difficult to match by other countries," the CII

study said. Clinical outcomes in India are at par with the world's best centres since India has internationally qualified and experienced specialists.

v. Tourism Administrative Regulations

The administrative regulations are concerned with how the industry works on economic and social aspects to bring about desirable results.

a. Central Govt. Dept. of Tourism overriding power of Regulation

The Union Government has been exerting the powers on the State and Union territories and the private stakeholders in tourism. Promotion schemes, designed at the Centre, are transferred for implementation at the State level. The special Central Assistance, for example, granted for the development of infrastructure at the pilgrim centres, carries with it a pre-defined scheme and mode of execution. Furthermore, there are occasions when the Centre forces the State Governments to extend certain subsidies and concessions to the sector. The terms of such concessions would have been fixed by the Centre and the States would have no choice but to fall in line. For example, during the State tourism minister's conference in December 1991, the States were urged to freeze water and electricity rates for 10 years. They were also asked to exempt certain hotels from local and state taxes for 10 years. Seventeen circuits and destinations were identified under the National Action Plan for development through Central assistance and investment by the States and the private sector. The centres were identified by the Centre and the States were asked to do the needful.

b. Privatization and dilution of Govt. control

The Government took the matter of privatizing the tourism sector seriously by 1988. Over the years, there has been considerable erosion of powers so far as Governments are concerned. The sustained campaign for privatization in all the policy documents has left limited space of operation for the States. The public sector is increasingly being perceived as an agent of inertia than of change and hence the pressure for a hands-off policy.

c. Regulation on Foreign Investment

The Government permitted foreign equity participation up to 51 % in tourism projects. Foreign charters were allowed to operate in the country for the first time. Foreign companies were allowed to repatriate their profits to the

extent of 3%. The structural adjustment programme, initiated in June, 1992, paved the way for privatization in almost all sectors of the economy.

d. Environmental considerations

The private sector- induced pockets of tourism had the potential of turning into centres of pollution, drug trafficking and certain social ills like flesh trade. So regulations to control this problem is in vogue in most states, besides central control.

e. Relaxation of MRTP provisions

The provisions of the Monopolies and Restrictive Trade Practices (MRTP) Act were relaxed for hotels, because any hotel with 300 or more rooms would have incurred an investment of Rs. 25 crores. The document also hinted at lower tariffs for power and water and regulations for easy import of equipment. As a follow-up, hotel and shipping were added to the list of 27 industries exempted from Section 22 A of the MRTP Act.

f. Safety Regulations

The immediate concern calls for an examination of safety and security in travel. The first is that security concerns should be viewed in a broad sense – that regardless of their origin, whether natural or manmade, the consequences are often similar in that they lead potential travel consumers to shun destinations they perceive as dangerous. Paradoxically, the proliferation of crises appears to have reduced their impact. In the second half of 2005 alone media coverage switched from terrorist attacks to air disasters, from the spread of avian flu to hurricanes and earthquakes. The main difficulties faced now are worries about the risk of an attack during travel, the unreasonable proliferation of travel advisories issued by governments, the increased number of security measures, and the imposition of stricter visa requirements and restrictive immigration practices. As a result of all the others, industry and governments have to learn how to react in an increasingly uncertain world.

g. Reporting Regulations

Ever since the terrorist attacks of 11 September 2001 there has been a growing propensity for governments and other bodies to issue travel warnings. While it is clearly a government's duty to protect its citizens, UNWTO also has a responsibility to help ensure that these advisories do not have an unnecessary

adverse effect on countries that in many cases rely on tourism as a prime source of income. The guidelines adopted at the General Assembly call on those preparing and publishing advisories to: (i) Use a wide variety of governmental and non-governmental sources for gathering information; (ii) Ensure their warnings are accurate, relevant and appropriate, and to avoid ambiguous language and any bias or political considerations; (iii) Publish their information on a central, easy-to-use website, and for all warnings to be regularly updated, and Encourage travelers to consult, prior to departure, all sources of information, both governmental and non-governmental.

h. Regulations to Reduce vulnerability, increase sustainability and maximize the benefits

To achieve a good rate GDP growth, we need to encourage further cooperation and friendly competition. Together we can succeed. The other, longer-term view is focused on establishing a mode of tourism development that reduces vulnerability, increases sustainability and maximizes the benefits of tourism for the most disadvantaged communities. Looking back on the difficulties that the industry has had to cope with in recent years, I think we have learnt four main lessons for the future.

i. Regulation on Sharing of Flight Data

The Regulation on sharing of flight data establishes the requirements for automatic systems for the exchange of flight data that notify, co-ordinate and transfer flights between air traffic control units. The aim is to ensure a high level of safety and efficiency of the systems located in the same or in different Member States. This regulation also applies to flight data exchange systems supporting the co-ordination procedures between air traffic services units and controlling military units, in accordance with the 'flexible use of airspace' Regulation. The 'flight plans' Regulation sets out the procedural requirements for flight plans in the pre-flight phase. The aim is to ensure that all parties involved in submitting, modifying, accepting and distributing flight plans (i.e. aircraft operators, pilots and air traffic service units) will have the same flight plan before take-off. It defines the obligations of a centralized flight planning processing and distribution services, provided through the Integrated Initial Flight Plan Processing System (IFPS). The Regulation also defines the obligations in the case of flights entering European airspace without a flight plan.

1.4 **Entrepreneurial role** of **the Union Tourism Ministry**

The Ministry of Tourism also controls a public sector undertaking, the India Tourism Development Corporation Ltd, and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes under its control
- National Institute of Water Sports (NIWS)
- Indian Institute of Skiing and Mountaineering (IISM).

The experience has been that tourism ministry is not that entrepreneurial. Many government projects on tourism like hotels, transport services, etc haven't been that rewarding in terms of economic return.

1.5 **Promotional Role** of **the Union Tourism Ministry**

The industry is the most competitive, most sensitive and most demanding. The government has to perform a good lot of promotion on many aspects like investment, development, marketing and dissemination.

i. **Incredible India Campaign by Govt. of India**

The Government of India launched incredible India campaign on a grand scale from 2001-02. International Press/Media campaigns were launched with collateral literature and publicity material on theme ideas. Scores of leaflets, tourism maps, films, collateral posters and CDs were all prepared. International media personnel are involved in Road shows, public relations tasks, press meets, press releases, promotional essays and resumes, and so on so that local travel agents in foreign lands get a glimpse of a most wondrous destination, that is India. The Directors of overseas branches of GoITOs and personnel are involved with passion about their homeland and about the culture and diversity that India can bring to a perspective tourist. The "Incredible India!" campaign, is an effort to "Brand" India. Little do we need to sell a country whose existence is a Technicolor dream, but packaging the dream is the key which was vividly portrayed by the delightfully colored advertisements in banners and brochures throughout the airports of the world, to say the least.

In a country as diverse and complex as India, it is not surprising to find that people here reflect the rich glories of the past, the culture, traditions and values relative to geographic locations and the numerous distinctive manners, habits and food that will always remain truly Indian. India holds virtually every kind of landscape imaginable. An abundance of mountain ranges and national parks provide ample opportunity for eco-tourism and trekking, and its sheer size promises something for everyone. From north to south India extends a good 2000 miles (3200 km), where the island nation of Sri Lanka seems to be squeezed out of India like a great tear, the synapse forming the Gulf of Mannar. The Lonely Planet Pulse Survey conducted among 20,000 respondents across 167 countries, ranked India among the top five most desired tourist destinations.

The "Incredible India" campaign has become one of the leading tools to refresh and bring forth the image of India to a new generation of foreign and domestic travelers, who have little idea of the hoary past of India and its monumental leaders. We cannot say so also, because the overseas Indians are reflecting what India is, what power their brains has, and what an Indian soul is. Still the campaign is needed to depict the diversity of India, which an overseas person cannot reasonably guess about. That is what the 'incredible India' campaign doing. The western worlds craze to see our Yoga and its wholesome healing power, serene environments and alluring vistas are irresistible after seeing the irresistible photographs. You Indians, 'your whole of body is full of brain' is what the overseas Indians are looked upon by the aliens. The overseas Indians have to say these alien friends, 'what you in us here is only a tip of the iceberg, go to India you will see full picture'. That is 'Incredible India'.

'Incredible India' campaign also present the opportunities in India for Medical Tourism and Educational Tourism, for a fraction of cost in the developed North or West. Not only the popular destinations, but also the rural ones, which are unpolluted, crystal clear, virgin and vibrant are also projected by the campaign with focus on their unique languages, style of dress and handicrafts. The Hollywood of the Orient, the Bollywood, different from Hollywood, is adding colour and postures as the dancing never stops and drama is always on the menu!

The Campaign lively capture the enjoyment a visit to the coast of Kerala thriving in a picturesque lush landscape with lagoons and palm-fringed shores. The taste of Cochi's heritage and culture and the breathtakingly beautiful blue

beaches, sensuous silvery sands, fabulous flora and fauna, rich cultural heritage, captivating churches, and prolific temples as one moves on to Kumarakom and Alleppey or a visit to Goa is depicted by the campaign. The tantalizing cuisine for every taste bud and legacy of heritage that has no age given the tourist the new age of freedom to bid goodbye to fastidiousness with confidence and life's experience as never before.

In the early 1980s, the utility of the overseas GoITOs was doubted. Now, the position is different. They are the arms of the campaign and their concerted action has yielded benefits in terms of increasing flow of tourists.

ii. **Photo CD Campaign**

As part of the 'Incredible India!' campaign CDs are prepared and used for promoting the tourist treasures of India. It is known that image is everything. It's true. Image is what is perceived by those who use, or are likely to use, your brand and services or support your cause. It is your "personality", and it can make you stand out from others who are doing or saying similar things in a crowded marketplace. How to create a distinctive image in promoting Indian tourism? CDs could be used with advantage. Through CDs branding India is attempted.

Branding is a sophisticated process that puts together and sustains a complex mixture of attributes and values, many of which are intangible. The objective of branding India is to produce a unique and attractive offering that meets both the rational and the emotional needs of the tourists. Building an India brand is a tall order. The CDs set out the vision, values, personality and positioning for the brand together with guidelines for visual and product differentiation, brand culture and architecture. The CD is a guide on how to manage the visual identity of one of the biggest brands in the market, India. Or shall we say, Incredible India. The CD contains incredible300 dpi images for reproduction to the actual size on the following subjects: Himalayas, Deserts, Islands & Beaches, Backwaters, Ayruveda, Yoga, Wildlife, Adventure Sports, Dances, Arts & Crafts, Festivals, Monuments, miscellaneous

iii. **Leaflets**

The Ministry has brought a number of Heritage Destination Leaflets for distribution amongst the tourists through its network of India tourism offices in India and abroad. These leaflets contain details of the States where these are

situated, history & culture of the destinations, connectivity of the destinations through various means of transport, general information about temperature, rainfall, languages spoken there, clothing requirements, STD code, accommodations, map of the area, etc, and places to see with photographs. The leaflets brought are:

a. Aurangabad, Ajanta, Ellora
b. Mahabodhi Temple, Bodh Gaya
c. Ladakh, Lahaul Spiti
d. North East Brochures
e. Shimla, Dhramshala, Kullu, Manali
f. Orchha, Khajuraho
g. Amritsar, Anandpur Sahib
h. Palitana Temples, Gujarat
i. Madurai, Tiruchirapalli, Rameshwaram
j. Belur, Halebid
k. Puri, Bhubneswar, Konark
l. Bhimbetka, Madhya Pradesh
m. Chardham
n. Agra-Jaipur
o. Chardham
p. Churches of Goa

2. ROLE OF TOURISM DEVELOPMENT CORPORATIONS/BOARDS

In some countries tourism development corporations function, while in others tourism development boards exist. In India tourism corporation exists, while in neighbouring Singapore tourism development board exists. Both are presented for understanding of their respective roles.

2.1 India Tourism Development Corporation (ITDC)

India Tourism Development Corporation, a central Government organization under the Ministry of Tourism came into existence in October 1966

and has been the prime mover in the progressive development, promotion and expansion of tourism in the country.

i. Main Objectives

Broadly, the main objectives of the Corporation are:

i. To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travelers' Lodges/Restaurants;

ii. To provide transport, entertainment, shopping and conventional services;

iii. To produce, distribute, tourist publicity material;

iv. To render consultancy-cum-managerial services in India and abroad;

v. To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc; and

vi. To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The authorized capital of the Corporation is Rs 75 Crores and the paid up capital as on 31.3.2005 was Rs 67.52 crores. 89.9748% of the paid up equity capital of the Corporation is held in the name of President of India.

ii. Tasks of ITDC

Hotels and Restaurants: The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. ITDC hotels are located at New Delhi, Kovalam, Pondicherry, Madurai, Mysore, Hassan, Mamallapuram, Bangalore, Hassan, Puri, Bhubaneswar, Aurangabad, etc. Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant). In spite of its commitment, bureaucracy in the running of the hotels/restaurants has dealt a dent in its performance. Hence, some property was sold out earlier. Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi.

Coach tours: The India Tourism Development Corporation (ITDC) conducts over 2 dozen different package tours, each with different itineraries covering the whole country in different travel circuits. The duration of the tours range from 1 day to 12 days. These are very popular, despite competition from the private sector. To support its coach tour activities, ITDC has 12 Transport Units and one Tourist Service Station.

Production, distribution and sale of tourist publicity literature: The Corporation is engaged in production, distribution and sale of tourist publicity literature.

Duty free shops: It is important that tourists are given opportunity to do shopping. In certain countries shopping tourism is of supreme prominence. ITDC has 37 Duty Free Shops at International as well as Domestic Customs Airports and one Tax Free outlet.

Entertainment facility: Tourists need to be exposed to the Indian culture which is very much embedded in entertainments like dance, music and other folk arts including bull taming, etc. ITDC organizes two Sound & Light Shows besides other concerts for providing entertainment to the tourists.

Innovations: The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

2.2. SINGAPORE TOURISM BOARD

The Singapore Tourism Board (**STB**) is a statutory board under the Ministry of Trade and Industry of Singapore, tasked to promote the country's tourism industry.

The Board was first established in 1964 and was called the **Singapore Tourist Promotion Board (STPB)**. The primary task of STPB was to coordinate the efforts of hotels, airlines and travel agents to develop the fledging tourism industry of the country.

Later, STPB began to initiate new marketing ideas to promote Singapore's image aboard. The board created the Merlion, a symbol based on a Singapore

mythical legend that became an icon of the Singapore destination. The board also has been providing travel agent licensing and tourist guide training.

STPB actively promotes the development of infrastructure, including the building of hotels and tourist attractions such as the Jurong Bird Park and Sentosa which now becomes a popular resort island for both tourists and local visitors. The board also market the city as a convention venue and organized events to attract visitors.

In the 1980s, several historic and cultural significant areas such as the Chinatown, Little India and Arab Street were earmarked for preservation. These places express Singapore's cultural diversity and became popular tourist destinations. The Singapore River underwent a major cleanup program and the areas along the river were developed for restaurants and other tourists amenities.

The board was **renamed as Singapore Tourism Board in 1997**. The board now oversees all aspects of tourism, including resource allocation and long-term strategic planning. It establishes offices around the globe to actively market the Singapore destination.

Singapore tourism industry has grown rapidly since STPB was set up. In 2004, there were 8 million visitors. On 11 January 2005, Minister for Trade and Industry unveiled the Singapore Tourism Board's (STB) bold targets to doubling visitor arrivals to 17 million by 2015.

2.3. DUBAI GOVERNMENT'S DEPARTMENT OF TOURISM & COMMERCE MARKETING (DTCM)

Established in January 1997, the DTCM has two main areas of responsibility. The first of these includes all the functions of the former Dubai Commerce and Tourism Promotion Board (DCTPB), which had been in existence since 1989 and concentrated on the international promotion of Dubai's commerce and tourism interests. The DTCM's second main area of responsibility is as the principal authority for the planning, supervision and development of the tourism sector in the emirate.

Underlining the importance attached to tourism development at the highest level, the DTCM's Chairman is UAE Vice President and Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum.

As part of its marketing role, the DTCM plans and implements an integrated program of international promotions and publicity activities. This program includes exhibition participation, marketing visits, presentations and road-shows, familiarization and assisted visits, advertising brochure production and distribution, media relations and enquiry information services.

In addition to its head office in Dubai, the DTCM has 14 overseas offices. They are located in New York (USA), London (the UK and Ireland), Paris (France), Frankfurt (Germany), Stockholm (Scandinavia), Milan (Italy), Moscow (the Russian Federation, CIS and Baltic States),Sydney (Australia), Johannesburg (South Africa), Mumbai (India), Hong Kong (Far East), Tokyo (Japan),Saudi Arabia and Zurich (Switzerland and Austria).

In assuming its administrative responsibilities within Dubai, the DTCM has now taken over the licensing of hotels, hotel apartments, tour operators, tourist transport companies and travel agents. Its supervisory role also covers all touristic, archaeological and heritage sites, tourism conferences and exhibitions, the operation of tourist information services and the organization and licensing of tour guides.

QUESTIONS

1. Present the organization, role and activities of the Ministry of Tourism
2. Discuss the Union government's regulatory, policy, entrepreneurial and promotional roles in tourism.
3. Elucidate the organization and role and activities of the Tourism Development Board/Corporation
4. Explain the role and functions of ITDC.
5. Explain the role and functions of Singapore Tourism Board and Department of Tourism & Commerce Marketing of the Government of Dubai.

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UNIT-IV

NATIONAL LEVEL TOURISM INSTITUTIONS II- FUNCTIONS & ROLE

Syllabus covered: **National Level Institutions II:** Associations of hoteliers, Tour operators, Travel agents, etc at the national level: Role and Functions.
Objectives of this lesson are : 1. To present the organization, role and activities of the Association of hoteliers, especially the FHRAI 2. To discuss the organization, role and activities of the Association of Tour operators, especially the IATO 3. To explain the role and functions of Associations of Travel agents, especially the TAAI.

1. FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA (FARAI)

Federation of Hotel & Restaurant Associations of India, (FHRAI) is the Apex Body of the four Regional Associations representing the Hotels and Restaurants Industry, referred to as hospitality industry, in India. FHRAI was established in the year 1955 and sponsored by the four Regional Associations representing the Eastern, Northern, Western and Southern regions of India. The Memorandum of Association was signed by the doyens of the Hospitality Industry on 15th April, 1955. FHRAI provides an interface between the hospitality industry, political leadership, academics, international associations and other stake holders.

FHRAI's Membership: FHRAI has more than 3500 members in 320 cities in India, comprising about 2200 hotels, 1100 restaurants, 200 associate members and the 4 regional associations. FHRAI is truly the voice of the Hospitality Industry that brings several million dollars to the exchequer and employs more than 15 million direct workers.

Executive Committee: The business of the Federation is managed by the Executive Committee comprising of 24 members, 6 from each of the four Regional Associations who are nominated at the Annual General Meeting,

except for the President who is elected. The tenure of the Executive Committee is of 1 year. There is provision for eminent members from the Industry to be nominated as President of Honour and Member of Honour. The President supervises and guides the administration of the Federation that is run on a day-to-day basis by the Secretary General and the Secretariat. The President is elected for a one year term by turn from the four regions. The 3 Vice Presidents are nominated from the Regional Associations other than the one represented by the President. The Honorary Secretary is nominated by the President. The Honorary Treasurer and Joint Honorary Secretary are elected by the Executive Committee.

FHRAI's task: FHRAI helps the Hospitality Industry to grow, prosper and keep in pace with the developments in the International scenario. FHRAI is committed to the interests of the Hospitality community and works in several ways for its welfare and progress. FHRAI promotes and protects the interests of the Hospitality Industry by actively seeking better privileges and more concessions for the Industry. FHRAI members are always kept abreast with the latest trade information and trends, government notifications and circulars, statistical analysis and reports on various topics that have a direct impact on the Industry, FHRAI is supportive to the problems that members face and cannot solve by themselves. The collective strength of the members helps in dissipating issues.

Representation: FHRAI is the authentic voice of the hospitality industry in India on matters and issues facing the industry for effective placement before the Central Government, State Governments and their Agencies. Some matters and news are also communicated in international fora through International Hotel and Restaurant Associations (IH&RA).

FHRAI lobbying: FHRAI lobbying is very consciously lobbying and making constant efforts to represent to the Govt. and Policy making bodies on all matters concerning the industry including taxes, incentives, export – import policy, hotel approvals, Classification of Hotels etc. Some notable recent legal bonanzas for members are:

FHRAI Legal Relief: FHRAI is very active in legal matters and for obtaining legal relief for members. Sometimes it obtains stay orders from courts which are only applicable to its members.

- FHRAI influenced a landmark MRP judgment that was pronounced by Delhi High Court. Now Hotels and Restaurants can sell MRP based products above MRP price as provisions of standard of Weights & Measures Act 1956 are not applicable to the Hospitality industry.
- Telecom Disputes Settlement & Appellate Tribunal (TDSAT) has ruled in favour of HRAWI. Members will continue to pay cable operators at the rate at which they were paying immediately prior to passing of interim order dated 18.8.05 and they are free to make fresh agreements.
- FHRAI and the Regional Association of South India was instrumental in influencing the rationalization and amendment of Luxury tax in Karnataka

Annual Convention & Exhibition: FHRAI Members attend its Annual Convention, which is an ideal forum to exchange experience and ideas, build profitable partnerships and interact with major players in the hospitality industry. These Conventions have excellent professional sessions for education and information on major topics of interest to our members. An exhibition – "Hospitality India" is organized every year by FHRAI and it showcases new technologies and products for the industry.

Data Base: FHRAI has an exhaustive data base on the hotel industry and rules and regulations applying to this industry.

Publications: FHRAI Membership entitles the entities to be listed in its prestigious Hotel and Restaurant Guide India, both the printed and the CD Rom versions. This is published every year in a new edition. The bi-monthly and very popular FHRAI Magazine produces relevant, useful and well-researched industry related publications. Infrastructure of Hotels in India, Guidelines for classification of Hotels in India, Financing of Hotel Projects, Taxes Applicable to Hotels and Hotels Guests, Incentives from Department of Tourism, Government of India, Trends in domestic Leisure Tourism in India, Environment Manual for Hotels and Restaurants in India, Vision of Indian Tourism : A Ready Reckoner for Central and States Tourism Policy, Human Capital in Indian Hospitality Industry – A Demand- Supply Analysis of Human Resource, and Food Safety Manual for Hotels and Restaurants in India are other useful publications.

Professional Development Programs: FHRAI conducts regular Professional Development Programs to develop and update knowledge and skills of hotel professionals. FHRAI organizes training courses and seminars for the industry on various subjects. Quality training is provided at subsidized rates to our members. As a service to the Indian hospitality industry these programs are also open to non-members.

FHRAI Hotel Membership Eligibility

i. Must be a member of one of its Regional Associations.

ii. Must be a functioning establishment in operation.

iii. Must have minimum 10 rooms or the qualifying criterion of the Regional Association.

iv. If the hotel is under construction, only associate membership can be approved. This can be converted to hotel membership once it starts operations.

v. Must have a restaurant in the hotel.

vi. Must have all the relevant Municipal/Police or any other required licenses with current validity.

vii. A restaurant in a hotel can also become a separate restaurant member (One restaurant can become member for hotel with 25-100 rooms and two restaurants can become members for hotel above 101 rooms)

FHRAI Restaurant Membership Eligibility

i. Must be a member of one of its Regional Associations

ii. Must be a restaurant under operation.

iii. Must have minimum 25 covers.

iv. Must have all the relevant Municipal/Police or any other required licenses with current validity.

v. A Restaurant within the hotel (who is FHRAI member) can also apply for separate membership.

FHRAI Associate Membership Eligibility

i. Must be a member of one of our Regional Associations.

ii. Must be associated with the hospitality industry in some way.

iii. Only Companies, firms and such entities can become a member, not individuals

iv. Hotels under construction should apply for associate membership. This can be converted to hotel membership instantly after the hotel starts operations

Awards: The prestigious FHRAI Awards Ceremony is held annually. The awards are for the Individual category as well as the Environment Awards. A new Award for the Hospitality Journalist of the Year has been introduced in 2007.

Trade show: FRHAI Trade Show showcases products and services from manufacturers and suppliers of the hotel industry, establish contacts and services from them and discuss business deals. This exhibition is free to visit for all trade visitors even if they are not convention delegates.

FHRAI Institute of Hospitality Management: The FHRAI Institute of Hospitality Management offers a World-class education Program in International Hospitality Administration and International Culinary Administration, certified by Switzerland based leading hospitality school. 4-year Program in International Hospitality Administration, 4-year Program in International Culinary Administration, B. A. (Tourism) degree from Indira Gandhi National Open University (IGNOU), One-year Diploma in Hotel Operations and 3-year B.Sc. in Hospitality and Catering Management from Sikkim Manipal University are offered by the FHRAI Institute of Hospitality Management.

Harnessing Rural Human Resource for hospitality trade: The Rural Bharat Certification Scheme is a unique program where training is provided to uneducated youths from villages and remote areas of the country. They are trained at a very reasonable fee and this helps them to get exposed to corporate culture through FHRAI – IHM and get global marketability.

Regional Associations: The four Regional Associations are : Hotel & Restaurant Association of Eastern India (HRAEI) represents 13 States in Eastern India, namely, West Bengal, Bihar, Orissa, Assam, Jharkhand, Meghalaya, Arunachal Pradesh, Nagaland, Amanipur, Mizoram, Tripura, The Andaman & Nicobar Islands and Sikkim. Hotel & Restaurant Association of Northern India

(HRANI) covers 8 States and 1 Union Territory in Northern India, namely, Delhi, Uttar Pradesh, Uttara Khand, Rajasthan, Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Chandigarh. Southern India Hotel & Restaurant Association (SIHRA) covers 4 States and 1 Union Territory in Southern India namely, Andhra Pradesh, Tamil Nadu, Karnataka , Kerala & Pondicherry. Hotel & Restaurant Association, Western India (HRAWI) covers 5 States and 2 Union Territories in Western India, namely, Maharastra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and the Union Territories of Daman, Diu& Dadra-Nagar Haveli. The Four Regional Associations are the four pillars of FHRAI and actively work in sustaining the mission of FHRAI in their regions. To become a member of FHRAI it is necessary to be first member of the concerned Regional Association

Principal mission: Principal mission of FHRAI is to Represent, Promote and Develop the Hospitality Industry in India. In the path to fulfill the mission, FHRAI

i. Represents the Hospitality Industry through the pre-budget memorandum presented to the Government.

ii. Represents the Hospitality Industry on the matters of taxes, regulations and relief

iii. Lobbies for the before the Ministries and Agencies of the Central Government.

iv. Interacts continuously regarding these matters with Regional Associations, State Associations and Members.

v. Sends representations to various State Governments on matters affecting the Industry in that State.

vi. Keeps the Members informed about the developments in Legal matters, trends and developments in the national and international trade scenario.

Activities of Regional Associations

i. Interaction with Members

ii. Dissemination of information

iii. Circulation of newsletters and other literature concerning the hospitality industry

iv. Organizing conventions, seminars, and symposia

v. Conducting research on hotel and restaurant industry and updating members on latest developments

vi. Training of human resource in different spheres of hotel and restaurant activity

vii. Taking legal action in favour of members when member's interest and thereby the interest of the Industry is at stake.

viii. Help in expansion and development of existing projects

ix. Being the authentic voice of the hospitality industry and lobbying for all relevant matters before the state and central government

FHRAI's Constitution

The Constitution defines the objects of the Federation by clearly specifying all the entities that form the Federation, their function and scope.

Some of the salient points of the Constitution are

(i) To unite the four Regional Associations and work towards encouraging, promoting and protecting by lawful means the interests of the Hotel and Restaurant Industry and raising the standards of the Industry both at home and abroad.

(ii) To consider policies, guidelines, legislations, bye-laws and regulations that affect the Industry and discuss with Government authorities and initiate, support or oppose by lawful means such legislations or regulations by various means.

(iii) To advise and inform members about national and international matters pertaining to the Industry and disseminate statistical and commercial information through surveys and research. To print, publish, circulate, papers, periodicals, books and other literature conducive to advance the interests of the Industry.

(iv) To assist in affording training facilities for Hospitality Personnel and for that purpose to promote and run a Hotel Institute.

(v) To convene national and international conferences in the interest of the Hospitality Industry and organize meeting to encourage friendship between members and to discuss questions of current importance.

2. INDIAN ASSOCIATION OF TOUR OPERATORS (IATO)

The Indian Association of Tour Operators (IATO) is the National body of the tourism industry. It has over 4000 members covering all segments of Tourism Industry. Established in 1982, IATO today has international acceptance, and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA, NATO and ASITA are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the International traveler visiting not only India but the entire Region.

IATO interacts closely with the Government on all critical Issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries / Departments, Chambers of Commerce and Industry, Diplomatic Missions etc. It acts as the common medium between the Decision Makers and the industry, and presents the complete perspective to both sides, synergizing their common agenda of Tourism facilitation. All IATO members observe the highest standards of professional ethics and offer personalized service to their clients.

Being the **National Apex Body** of the Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities. but also as an ongoing venture.

IATO has five categories of membership: Active, Allied, Associate, International and Honorary. All its active members are recognized and approved by the Indian government's Department of Tourism and have at least three years experience of handling International Tourists to India, before being admitted to the IATO fraternity

IATO's affairs are managed by an **Executive Committee**, elected by the Active Members every two years. The Executive Committee is headed by The President with a team of six Office Bearers and 9 Executive Members. The Executive Committee meets every month to discuss current Tourism Industry

and Membership Issues. IATO networks through its State Level Chapters at the local level where all local issues are handled at the appropriate level.

IATO has 12 Action Committees, each focused on a specialized area headed by a Convener assisted by his committee members. They are:

- Adventure Tourism Development Committee
- Civil Aviation, Press & PR Committee
- Domestic Tourism Development Committee
- Grievances Committee
- Guides Coordination Committee
- Host Committee
- Hotel Relations Development Committee
- IATO News Committee
- Legal Affairs, Insurance & Consumer Committee
- Privilege Card Development Committee
- Railways Co-ordination & Dev. Committee
- Surface Transportation Development Committee
- Website Development Committee

IATO member meet every month on the first Saturday, for interaction with each other and with a Guest Speaker, who delves on current issues. The members are updated on the events of the month at this meet.

With the feedback from the Chapters and the Action Committees, unresolved and major issues are focused and discussed at the IATO Annual Convention. All IATO annual conventions are held in different States of India every year. Different States vie for each other to hold this National Industry Convention.

3. TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)

The Travel Agents Association of India (TAAI) was formed towards the end of the year 1951 by a group of twelve leading Travel agents, who felt that the time had come to create an Association to regulate the Travel industry in India. TAAI has a membership of over 1800 Active, Allied and Associate

members comprising of IATA accredited Travel Agencies; Airlines, General Sales Agencies; Hotels and Tour operators. TAAI is the largest Travel Association of India.

Purpose: The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the rights of the traveling public. TAAI represents all that is professional, ethical and dynamic in our nation's Travel related activity and has been recognized as the voice of the Travel and Tourism industry in India.

TAAI Endeavours

TAAI endeavours to build in its constituents, and others it deals with, a commitment to:

i. Apply superior technical skills to the job on hand.

ii. Deliver the highest quality of service.

iii. Act with responsibility within sound financial parameters.

iv. Build trust and credibility in the marketplace.

In fulfilling its mission and supporting traditional values as well as embracing change, TAAI's objectives are to work towards:

i. A committed national membership.

ii. Widening its area of influence by:

- Delegating Authority and responsibility to Regions, Chapters and City Committees.
- Professional management of its affairs at all levels.
- A responsive and well equipped Secretariat which benefits all members.

Portfolios: Convention, Communication, Marts & Special Events, Travel Agency Council , Membership Service & Training, Business Model, Membership Committee and Networking and Allied Service Council

Types of Members of TAAI

CATEGORY	DEFINITION	BASIC CRITERIA
Active Member	IATA approved Head Office location of a Travel Agent providing comprehensive services	The applicant must be an IATA Agent with their Registered Office in the same location
Associate Member	Branch Office location of an Active Member	Applicant's registered Office or their Head Office must be an Active member of the Association.
Tour Operators Inbound Outbound		The applicant must have recognition from Department of Tourism, Government of India.
Excursion Agents		The applicant must have recognition from Department of Tourism, Government of India or from the respective State Tourism Department.
Hotels		The applicant with an existing running property must be a member of the Federation of Hotels & Restaurant Association of the respective Region.
Airline Companies		The applicant must be an IATA member operating scheduled airlines.
Government Member	Central and State Government Department and Pubic Sector Tourism Organisations	Department of Tourism-Government of India, State Tourism Departments, Tourism Development, Corporations of various State and any other Travel and Tourism related government undertakings

Overseas	Overseas Travels Agents, Tour Operators, Hotels etc.	The applicant must be an IATA agent and a member of the respective National Travel Agents Association
Misc. Services: General Sales Agent, Press Visa Agent, Car Rentals Educational and Marketing Agencies	Organization engaged in allied businesses i.e, various segments of Travel and Tourism industry such as Excursion Agents, Tour Operators, Hoteliers, Airlines, GSA's of Airlines, CRS etc .	

Prominence of Travel Agents

Travel agents as a class are becoming quite prominent the- world over. For instance, there are an estimated 81,000 IATA (International Air Travel Associations) recognized and licensed travel agents...serving over 2 billion customers (air passengers and cargo shippers) all over the world. These figures speak of their significance. Some of the important reasons for their prominence in the travel industry may be referred here with advantage.

Firstly, they are **professional people** in the field of pact age tours. As people are becoming more and more conscious of specialized services, the importance of travel agents is bound to increase.

Secondly, they have **wide connections** with almost all other tourism product marketers and they could get at 'bargain prices' various services and products like accommodation, transport, etc., that form part of the travel product. Of late we find that all public sector tour operators own a fleet of vehicles and a chain of hotels. 'A travel agent here, a hotelier there' is becoming the order of the day.

Thirdly, with the growth of large airline and hotel chains, the travel agents have become their **principal marketing arms**. In fact about 70% of the business of the airlines and hotels are secured through travel agents in India.

It may be added here that the tourists, for the sake of comfort and convenience, would certainly prefer readymade package tours. It is anybody's guess that for an individual tourist it is difficult, if not impossible, to go about arranging a long tour. It is all the more so in the case of foreign travel which is beset with added problems and formalities. Hence most tourists prefer travel agents who **for a blanket price provide a package travel.** This is confirmed in the survey.

Ethics in Relation to the Public

The Travel industry is now highly specialized and the average traveler depends upon the professional Travel agent to guide him wisely. The Principals who appoint Travel agents to represent them also depend upon their approved agents to follow the best traditions of salesmanship and ethical conduct. The growing number of Travel agents and their increased scale of activities require their adherence to fair dealing and ethical practices. Therefore, each TAAI member by reason of their membership admits and acknowledges that they are aware of the TAAI Code of Ethics and subscribes to and supports the precepts and principles contained therein. The Codes of conduct are:

i. The TAAI member should endeavor to eliminate any practices which may be damaging to the public or to the dignity and integrity of the Travel agents profession. The TAAI member shall report in writing to the respective Chapter / Regional Sub-Committee on any alleged unethical or unlawful practice which comes to their attention, accompanied by all evidence as they are able to gather in support of allegations. In performing its functions in this context, TAAI shall give regard to the provisions of the Consumer Protection Act and other relevant laws.

ii. It is the duty of the TAAI member to keep himself and his staff informed and updated in respect of all important aspects of the travel requirements, in order to give clients effective, accurate and professional travel advice, in keeping with the main objective of the Association. The TAAI member should possess adequate knowledge of procedure and requirements of Central and State Authorities.

iii. The TAAI member shall consider every transaction with their clients to be strictly confidential in nature and will not divulge any related information, which may be damaging to either the clients or the trade.

iv. At the time of discussions of travel related plans the TAAI member's staff should fully advise their clients on all formalities and costs involved in the program, and ensure, to the best of his ability that such formalities have been satisfied before travel.

v. v. The TAAI member shall use available advertising materials to acquaint the public with the advantages of dealing with a TAAI member. Additionally the TAAI Logo should be incorporated in all advertising materials issued by him. The TAAI member shall display the TAAI insignia on entrance doors or display windows, and on all official stationery. The TAAI member shall not imitate, simulate or copy any name, design, style, mark or patter used by another TAAI member or Principal without prior permission. The TAAI member in his advertising shall avoid incorrect and misleading statements, doubtful superlatives and any negative reference to his competitors.

Ethics in Relations with Carriers and Other Principals

i. The TAAI members shall, at all times, follow the best traditions of marketing ethics and fair dealing by presenting all carriers, hotels and other agencies which they represent in a fair and impartial manner to prospective clients.

ii. The TAAI members shall make himself thoroughly conversant with tariff rules, regulations and changes in procedure introduced by his principals and the appropriate regulatory bodies.

  - The TAAI members shall not attempt to improperly influence his principals or other organizations for the purpose of securing preferential considerations in the assignment of booking with his status in the trade and in society.
  - The TAAI members must discourage receiving any personal favours in the conduct of his profession, in keeping with his status in the trade and in society.

iii. The TAAI member shall not make any false, deceptive or misleading statements when called on to give an opinion of a Principal's service to a client or any other interested party.

iv. In the event of a complaint or grievance by a client against any Principal, the TAAI member shall give the Principal an opportunity to make a full investigation before any further action on his part.

Ethics in Relations with Fellow Members and Other Travel Agents

i. The TAAI member shall conduct his business so as to avoid controversies with his fellow Travel agents. In the event of a controversy between TAAI members, the matter should be settled by mutual discussions, failing which it should be brought to the notice of the TAAI Managing Committee for settlement before any direct course of action is resorted to by the parties.

ii. The TAAI member shall not denigrate the business dealing of another TAAI member and shall not volunteer any negative opinions thereon. If his opinion is sought, it should be given with strict professional integrity and courtesy.

iii. The TAAI member shall not willfully violate any decision of TAAI Managing Committee. He shall adhere to the decisions taken, Memoranda of understanding or agreements initiated by TAAI from time to time.

iv. The TAAI members shall secure, preferably, a No Objection Certificate or at least a relieving letter from the previous employer of any person the former is planning to employ, particularly if the previous employer is a TAAI member. The former will help the latter in recovering dues, if any , from such an employee.

v. If a TAAI member happens to take any account previously serviced / handled by another TAAI member, the member shall make all efforts to assist the previous member in recovering dues and clearing accounts.

vi. The TAAI member shall circulate the names of defaulters in his client list strictly as per the mode and format specified by TAAI, sufficiently in advance, to save other TAAI members from any risk of business loss.

vii. The TAAI member shall endeavor to participate regularly in the meetings of their respective Chapters and Regions, and shall contribute to the best of his ability in promoting the interests of the Association.

viii. The proceedings of all meetings of TAAI should be kept confidential and decisions taken shall not be disclosed, in part or full, to anyone not belonging to the Association.

Categories of Travel Agents

There are different categories namely, the approved travel agents, unapproved travel agents and persons who precisely do the same function of a travel agent but not recognized as travel agents.

Approved Travel Agents: The approved travel agents are full time professional organized travel agents. On fulfilling certain conditions, approval is granted by the Ministry of Civil Aviation, Government of India. Travel Agents Association of India, International Air Travel Association or similar national and international professional bodies also give approval to the agents fulfilling certain conditions. This approval by the Government ensures effective involvement of the travel agents in the promotion of the tourism industry in the country. The approved travel agents are generally large in size in terms of number of offices and are known for the quality and variety of services provided. The number of approved agents in India is infinitely small compared to other countries. It is true that the number of these agents in a country reflects the growth of tourism.

Unapproved Travel Agents: There are a large number of unapproved travel agents in almost all cities and big towns. They precisely function the same way as the approved travel agents. The only difference is that the approved travel agents are patronized by foreign tourist; and the elite domestic tourists because of their large size, overseas offices, 'official stamp' and 'brand name'. The unapproved travel agents mostly cater to the lower and middle-income tourists. Of course the range, quality and cost of services would certainly be different for each category of travel agents. However, they also function fairly well malting good business in their own way.

Services Provided by Travel Agents

Hotel accommodation arrangement , Sightseeing tours arrangement, Special tours arrangement, International air service arrangement, Domestic transport arrangement, Car/coaches on hire, Catering to inbound tourists, Cargo handling, Passport and visa arrangement, Outbound tours arrangement, Safari, camel rides, etc., Conventions and conferences arrangement, Foreign exchange

dealings, Air charter, Sea cruises, Documentation formalities, etc. Normally, an established travel agent would render such services as provision of transport, arrangement for visa and passports, hotel accommodation, conduct of conventions/meetings, etc.

Need for Better Services

The business of the travel agents is highly competitive and the travel agents adopt several promotional measures like advertisement and sales promotions, appointment of sales representatives, tie-up arrangements with other travel agents, hoteliers, airlines, Governmental organizations, etc. These measures by themselves will not bring in the desired effects unless these are coupled with better and wide range of services, courtesy, punctuality, etc. In fact the modern customer is more conscious of the type and variety of services than the actual price which he pays. The travel agents would do well if they try to provide services than the actual price which he pays. The travel agents would do well if they try to provide services of international standards because the foreign tourists are actually exposed to high class services elsewhere and naturally they would not compromise with anything inferior. The travel agents are actually moving in this direction.

QUESTIONS

1. Present the organization, role and activities of the Association of hoteliers, especially the FHRAI
2. Discuss the organization, role and activities of the Association of Tour operators, especially the IATO
3. Explain the role and functions of Associations of Travel agents, especially the TAAI.

REFERENCES

1. Web sites of FHRAI / IATO / TAAI.
2. Selvam M – Tourism Industry in India, Himalaya Publishing House, India.

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UNIT-V

STATE LEVEL TOURISM INSTITUTIONS: FUNCTIONS & ROLE

Syllabus covered: **UNIT 5: State Level Institutions:** State Ministry of tourism – Functions & Role – State Tourism Development Corporation Ltd: Role and Functions – State level Hoteliers Associations: Role and Functions.

Objectives of this lesson are :

10. To present the role and activities of the State level Ministry of Tourism
11. To discuss the state government's regulatory, policy, entrepreneurial and promotional roles in tourism.
12. To elucidate the organization and role and activities of the Tourism Development Board/Corporations at the state level
13. To discuss the role and functions of State level Hoteliers Associations.

Every big nation has at least two levels of administration – one at the national level to be responsible for the whole nation's development policy, security considerations, external relations & so on and the other at regional/state levels responsible for development of the region/state only. In the USA there are over 50 states, in India about 30 States are there. There is considerable state government presence in the travel and tourism industry in terms of state policy making, state regulation, state entrepreneurship and state promotion. Besides the state tourism development corporations do a good service to tourism growth through service and publicity in the state concerned..

1. STATE MINISTRY OF TOURISM

Each State has Ministry of Tourism in the Ministry and Department of tourism in the ministry. The ministry/department is making the policy and programs of tourism development in the state or the region concerned and is also operating a tourism corporation, which typically runs a chain of hotels/motels and conducts package tours. The package tours are operated along the travel

circuits. These are quite popular too. The state participation is making a balance of power between public and private operators.

1.1 Role and Functions

Policy making at the state level, entrepreneurial investment in hospitality products, regulatory regimes, facilitative functions of other participants in building hospitality infrastructure and promotion of tourism in the territory and the nation at large are the responsibilities. A good degree of understanding with the apex central government and also with the private sector businesses in tourism and related activities is called for. One of the big powers of Government is rolling out certain fiscal concessions to the industry. Many state Governments have advanced several incentives to promote infrastructure growth in the tourism sector. Information and publicity are extensively disseminated to popularize the tourist attractions within the state. Trade and tourism fairs are conducted for a month or two coinciding with a regional festival. Hospitality tours are also arranged. Maintenance of monuments, public tourism products like parks, museums, zoos, botanical gardens, public places, public order and tranquility, etc are important responsibilities of state governments. Supply of electricity, water, etc on priority basis to hotels and other travel trade businesses is also a commitment of state governments. Safety and security policy guidelines to tourism stakeholders are prescribed by state governments.

ii. State tourism Development Corporation

All state governments and union territories operate hotels, tours and beach resorts and so on. Operation of hotels, conduct of package tours, etc are the top functions of these corporations. The state-run hotel businesses are given a thrust on quality and commitment. The state-run coach tours have the best of comforts (vehicles, lodging, catering, etc).

iii. Governance

The State Governments are at the point of execution of programs on travel circuit development, destination development and maintenance and so on. Here comes the governance. Tourism is a transversal activity in governments, including areas such as the economy, social and environmental issues, security, education, information technology, land planning, communication, etc, as well as a subtle vector for development.

The issues of destination competitiveness and sustainability, positioning in increasingly complex national and international markets, instruments to manage resource conservation, client loyalty (quality), efficiency of products and services (profitability), facilitating the exchange of views on the application of a key tourism policy tool, that is knowledge management are key to governance, which the state or provincial governments must take care of in the general interest of all concerned. A panorama of major questions with a strong impact on local governments: development, poverty, climate change, energy, water and resource depletion, and other economic and social issues is involved and pragmatic and deft handling of conflicting issues are involved and that is the governance we talk about.

1.2 TOURISM PROMOTION IN TAMIL NADU – ROLE OF DEPT. OF TOURISM, GOVT. OF TAMIL NADU:

Tamil Nadu is now being positioned as a not-to-be missed tourist destination, globally and domestically. The systematic and comprehensive efforts taken in 2003-04 have enabled Tamil Nadu to make its presence strongly felt in the tourism sector internationally. The successful organization of the 64th SKAL World Congress in Chennai in October 2003 was a major turning point. About 600 delegates from 38 countries and India assembled in Chennai, making it the largest congregation of foreign delegates in an international conference in Chennai in recent years. The prestigious tourism magazine Long Haul, in its ITB Berlin issue in March 2004, has described Tamil Nadu. Tamil Nadu Tourism received the award "Tourism Event of the Year" at the prestigious South Asia Travel and Tourism Exchange (SATTE) held at New Delhi in the last week of March 2004. This award was given to Tamil Nadu Tourism for successfully organizing the SKAL World Congress at Chennai.

1. 2.1 Seven Point Action Plan

The 7 Point action plan unveiled by the Government of Tamil Nadu at the 64th SKAL World Congress at Chennai on 20-10-2003 has set the agenda for the future of the industry in the state. The highlights of the 7-Point Action Plan are as follows:

(i) Unlocking the hidden treasures of Tamil Nadu consisting of lesser known but very attractive destinations like Chetti Nadu, Pichavaram, Pulicat, etc.

(ii) Positioning Chennai and Coimbatore as destinations for International Conventions and Exhibitions.

(iii) Twinning of destinations by closely synergizing our efforts with neighbouring countries and developing common circuits.

(iv) Improving accessibility and upgrading the transport network.

(v) Filling up micro-level infrastructure gaps in major tourist destinations.

(vi) Aggressive and focused marketing.

(vii) Facilitate chartered flights and cruise Tourism.

The above action plan, when fully implemented is bound to give a tremendous boost to tourism sector in Tamil Nadu and the State is sure to find a permanent place on the international tourism map.

1.2.2. Enchanting Tamil Nadu - Experience Yourself Campaign

The Tourism Department has launched this marketing campaign in 2003-04. This campaign phrase has become very popular and has given consistency and theme to the advertisement efforts of the Department. It has established a strong brand image for tourism in Tamil Nadu. While "Enchanting Tamil Nadu" encapsulates the rich and varied tourism wealth of Tamil Nadu, the phrase "Experience Yourself" strikes a chord with the tourists in India and abroad. The design of the advertisement campaign represents heritage, history, culture, spirituality and peace, which forms the core strength of tourism in Tamil Nadu.

1.2.2.1 Tourist Wealth of Tamil Nadu

Tamil Nadu is a unique and fascinating State, where technology co-exists with tradition, old architecture blends with contemporary vitality and where nature is at its unsullied best. These make Tamil Nadu a year round destination. The wealth of tourist attractions in Tamilnadu is as follows:

a. **Hill Resorts:** Hill Resorts are beautiful mix of mountain ranges and plains with pastoral landscape, exotic plants and shrubs, grassy hillocks. Here tourism remains environmentally benign. Notable hill resorts are Udhagamandalam, Kodaikanal and Yercaud.

b. **Beach Resorts:** Out of 7100 KM long coastline of India, Tamil Nadu has 1000 KM long spectacular coastline with sugar white bays and sun drenched

beaches. Marina beach is the second longest in the world. The recent beautification drive launched by Government on the Marina has earned the appreciation of all and Marina has been restored to its past glory.

c. **Waterfalls:** Waterfalls which present an awesome spectacle of the colossal cascade of water. Hogenakkal, Courtallam, Thirparappu, Kumbakarai, Papanasam etc are worth mentioning here.

d. **Wildlife:** Wildlife sanctuaries like Mudumalai, Anamalai, Mundanthurai, Kalakkadu etc.

e. **Zoological Parks**: Zoological Parks which have abundant wildlife in their natural habitat.

f. **Bird Sanctuaries**: Bird Sanctuaries where the clacking and squawking of birds is melodious.

g. **Botanical/Horticultural Gardens**: Botanical/Horticultural Gardens where the gardens are immaculately maintained to provide a visual feast.

h. **Temples/Churches/Mosques:** Temples/Churches/Mosques where the carvings are exquisite and extravagant. Every wall of the surface is carved - the carvings are delicate and distinct but at the same time integrally linked with each other. It displays the ingenuity and artistic skill of sculptors. The history of some of the pilgrim centres dates back to even 1000 years.

i. **Heritage Monuments:** Heritage Monuments where the architecture is unique and inspiring. They are marvels of engineering technology of the bygone era.

j. **Mangroves:** The mangroves at Pichavaram in Cuddalore District are one of the largest mangroves in the world. Mangroves are also found in Muthupet in Thiruvarur District.

k. **Lake:** The Pulicat Lake is the second largest saltwater lagoon in India (after Chilika Lake in Orissa).

1.2.2.2 Different Types of Tourism Promoted in Tamil Nadu

The various kinds of Tourism commonly prevalent in Tamil Nadu are as follows:

a. Leisure Tourism: Tourists visiting tourist centres in Tamil Nadu for leisure constitute a major segment of tourists. They usually throng the hill resorts,

beaches, waterfalls, zoological parks, bird sanctuaries, botanical/horticultural gardens, etc.

b. Pilgrim Tourism: This is another major segment of tourists visiting Tamil Nadu. They visit places of worship according to their faith. But, at times their zeal transcends all barriers and they do not hesitate to visit places of worship of other religions.

c. **Heritage Tourism:** This group is normally made up of people in their fifties and above, who would like to visit historical monuments.

d. Adventure Tourism: This is the most vibrant group made up of young boys in their teens and twenties. They like to whet their appetite for adventure through trekking, air/water sports, etc.

e. Business Tourism: Top executives who arrive in Tamil Nadu to attend seminars, conferences, conventions, general body meetings, elections, etc. combine tourism with their business trips.

f. Medical Tourism: Tamil Nadu is proud of possessing India's best medical facilities (Allopathy, Ayurveda, Siddha, Unani, etc.). This coupled with Tamil nadu's traditional hospitality attracts patients from other States and even from neighbouring countries. After full recovery, the patients as well as their attendants visit places of tourist interest.

g. Fairs/Festivals Tourism: Large inflow of tourists is usually seen during the major festive seasons like Deepavali, Christmas, Ramzan, Pongal, etc. The exhibitions, fairs (like India Tourist & Industrial Fair conducted every year by Tamilnadu Tourism Development Corporation at Island Grounds, Chennai), etc. also draw significant number of tourists.

h. Social tourism: People visit their kith & kin in connection with social functions like marriage, dedication of new house, ear-boring ceremony, etc. and visit tourist places either before or after the functions.

i. Academic Tourism: Students from educational institutions visit tourist spots as part of their curriculum. The tour, though primarily meant for informative/ educative purposes, is later converted as a tourist trip. Students are given concession in entry fee to Poompuhar Tourist Complex, Sound & light show at Thirumalai Mannar Palace, Madurai and Kattabomman Memorial Fort, Panchalankurichi, which are under the control of the Tourism Department.

1.2.3. Tourism Growth in Tamilnadu

Year	*Domestic tourists to TN (in 100 thousand)*	*Foreign tourists to TN (in 100 thousand)*	*Total (in 100 thousand)*
2000	229.82	7.86	237.68
2001	238.12	7.73	245.85
2002	246.61	8.05	254.66
2003	270.59	9.02	279.61

It can be observed from the above statistics that there is steady growth in tourist traffic to Tamilnadu.

2. ROLE OF COMMISSIONERATE OF TOURISM

The Commissionerate of Tourism is headed by Commissioner of Tourism, who is assisted by a Joint Director, three Deputy Directors, two Assistant Directors, One Publication Officer, One Accounts Officer and more than 200 Ministerial staff members working in the Head Office and Unit Offices. The field offices comprise of 20 Tourist Offices (14 within Tamil Nadu and 6 outside Tamil Nadu) and 26 Tourist Information Centres (18 within Tamil Nadu and 8 outside Tamil Nadu).

The main functions of the Commissionerate of Tourism are (i) rendering assistance to tourists in respect of their stay, food, sight-seeing, shopping etc.(ii) publicising the tourist potential of Tamil Nadu and (iii) co-ordinating with District Collectors / Public Works Department/Local bodies etc in implementation of projects.

TOURIST OFFICES

Tourist Offices of Tamil Nadu are functioning at the following places:

Within Tamil Nadu: Kanniyakumari, Tirunelveli, Rameswaram, Dharmapuri, Kodaikanal, Madurai, Udhagamandalam, Salem, Tiruchirappalli, Thanjavur, Poompuhar, Chidambaram, Mamallapuram and Chennai.

Outside Tamilnadu: Mumbai, Kolkatta, Panaji, Goa, New Delhi, Jaipur and Agra.

TOURIST INFORMATION CENTRES

Tourist Information Centres are functioning at the following places:

Within Tamilnad: Railway Junction, Tirunelveli, Panchalankurichi, Railway Station, Rameswaram, Bus Stand, Rameswaram, Airport, Madurai, Railway Junction, Madurai, Gudalur (The Nilgiris District), Railway Junction, Coimbatore, Airport, Coimbatore, Railway Junction, Tiruchirappalli, Airport, Tiruchirappalli, Central Railway Station, Chennai, Egmore Railway Station, Chennai, Kamarajar Domestic Airport, Chennai, Anna International Airport, Chennai, Chennai Metropolitan Bus Terminus, Koyambedu, Chennai, Tarangambadi (Tranquebar), Hotel Tamilnadu Complex, Thanjavur

Outside Tamil Nadu: Railway Junction, Bangalore, Hyderabad, Thiruvananthapuram, Ahmedabad, Bhubaneshwar, Chandigarh, Guwahati and Varanasi.

2.1. Government of India Funding Tourism Development Schemes in Tamil Nadu

In order to provide quick and substantial impact to tourism growth in the Tenth Five Year Plan (2002-07), the Ministry of Tourism and Culture has proposed new schemes for the development and promotion of tourism in the country. They are as follows:

a. Integrated Development of Tourism Circuits: Under this scheme, it is proposed to take up the i. Development of Vivekananda Travel Circuit and ii. Infrastructure facilities at Kancheepuram under Sri Adhi Sankara Travel Circuit

Development of Vivekananda Travel Circuit: Swami Vivekananda had visited important pilgrim centres in Tamilnadu viz. Kanniyakumari, Rameswaram, Ramanathapuram etc. Rameswaram is one of the most sacred towns of India and Government of India has declared it as a national pilgrim center. It is well known for its temple corridor, the longest in India, the bathing ghat, Ganthamathana Parvatham, Kothandaramar temple and nearby islands. Swami Vivekananda landed at Pamban in 1897 after his trip to abroad. He visited the Rameswaram temple in January 1897 and stayed at Viveka Baskaram. During his visit to Ramanathapuram, he stayed at a place known as

Ramalingam vilasam. Swami Vivekananda had also visited Paramakudi. The components of the project are provision of infrastructural facilities at Pamban, Development of Viveka Baskaram, Agni theertham, Ganthamathana parvatham, Jatayu Theertham, Ramalinga vilasam and construction of Tourist Reception Centre.

Infrastructure facilities at Kancheepuram under Sri Adhi Sankara Travel Circuit: Kancheepuram is one of the 7 sacred cities in India. It is situated 76 km South west of Chennai. The town was once the capital of the Pallavas. It is well known for its temples and silk sarees. The important temples are Ekambareswarar temple, Varadarajaperumal temple, Vaikundaperumal temple, Kamakotimutt, Kailasanathar temple and Kamakshi Amman Temple. Sri Adhi Sankara visited nearly 17 places in Tamilnadu spread over eleven districts. Out of the 17 places, Kancheepuram is one of the important centers. It is proposed to develop the places associated with the visit of Adhi Sankara in a phased manner. In the first phase, the development of infrastructure facilities at Kancheepuram has been taken up by the Government of India.

b. Product/Infrastructure and Destination Development: Under this scheme, Integrated development of one selected tourist destination is being taken up every year in each State by the Government of India. Major activities under this scheme are improvements to surroundings of destination, provision of illumination, sewage facilities, wayside amenities, refurbishment of monuments, signages, Tourist Information centres etc. Under this scheme, works relating to the development of Mamallapuram, Yercaud, Thanjavur, Kanchipuram, Thiruvannamalai, etc are taken up.

Integrated development of Mamallapuram with the construction of commercial shops and compound wall, digging of well, landscaping, ticket counter, parking lot, pathway, landscaping, restaurant, toilet, bus-shelter, planting of saplings, electrical works, development of Arjuna's Penance Area, development of Dolotsava Mandapam & Boothathalwar Mandapam, development of Tiger Cave area, construction of new Bus Stand, etc is executed.

c. Promotion of Rural Tourism: In the developed countries has dawned a new style of tourism of visiting village settings to experience and live a relaxed and healthy life style. In India also there is growing interest in such rural tourism. Government of India has thus come forward with a scheme under which sanction upto Rs.50 lakhs for promoting rural tourism in one centre. The permissible

activities under the scheme are improvement of surroundings/roads, Illumination, Sewerage, way- side amenities, refurbishment of monuments, signages etc. Under this scheme, projects in Khazhugumalai in Thoothukudi District, Chettinadu in Sivaganga district, Theerthamalai in Dharmapuri district and Devipattinam in Ramanathapuram have been sanctioned by Government of India.

d. Large revenue generating projects: Under this scheme Government of India is willing to offer 25% of the project cost for projects like Luxury trains, Cruise terminals, Ropeways etc. Out of various schemes, it is felt that Ropeways or Cable Car would prove to be a big success among tourists. A trip on the Ropeway would enable the tourists to enjoy the birds eye view of picturesque sceneries from a height. Ropeway at Kodaikanal, Kanniyakumari and Yercaud and Udhagamandalam are executed/await.. (In addition, ropeways are also proposed at without Government of India Assistance.)

e. Capacity building for service providers: The service providers play a vital role in ensuring a hassle free trip for the tourists. Short refresher courses for the Dhaba Staff, Taxi / Coach Drivers, Receptionists, etc is offered.

3. TAMILNADU TOURISM DEVELOPMENT CORPORATION (TTDC)

Tamilnadu Tourism Development Corporation was incorporated in 1971 with the main object of promoting tourism in Tamilnadu by building tourism related infrastructure facilities on commercial basis. TTDC made a modest beginning by taking over 5 Govt. bungalows and operated 2 coaches. It has made rapid strides since then and today it has earned the proud distinction of owning the longest chain of hotels in south India numbering 55. The fleet of coaches has increased to 20. TTDC is providing the following facilities for the benefit of the tourists covering all the major tourist destinations in the state. Its range of activities includes: Hotels, Youth Hostels, Restaurants, Boat House, Telescope Houses, Lake park and Petrol Bunk.

TTDC is operating Youth Hostels, Wherein dormitory accommodation is provided to the budget tourists. This has helped the tourists to avail low cost accommodation even during the peak season in Ooty, Kodaikanal and Yercaud.

Package Regular Coach tours

The TTDC is conducting regular coach tours of 1 day to several days's duration. Sight Seeing Package Tours, Pilgrimage Package Tours, Sight Seeing and Pilgrimage Package Tours, Students Package Tours and Summer Special Tours are there as listed. Besides there are LTC tours for the government employees.

Sight Seeing Package Tours: 1 Day Chennai City Sight Seeing Tour, 1 Day Mamallapuram Tour (Round Trip), 1 Day Kishkintha Tour, 1 Day Fun & Entertainment Tour and 1 Day Pondicherry Tour.

Pilgrimage Package Tour: 1 Day Tirupathi Tour, 1 Day Tiruthani - Kalahasti Tour, 1 Day Sakthi Tour, 1 Day Thondainattu Thirupathigal Tour (Vaishnava Temples) - Nine Amman Temples, 1 Day Thirumal Dharsan Tour(Nine Vishnu Temples), 3 Days Panchabootha Sthalangal Tour, 3 Days Navagraha Tour (Nine Planets), 4 Days Arupadai Veedu Tour (Lord Muruga Abode Tour), 4 Days Chozhanadu Thirupathigal Tour, 5 Days Pandiyanattu Thirupathigal Tour (Vaishnava Temples), 3 Days Nava Thirupathigal Tour, 1 Day - Suruttapalli Tour, 1 Day - Thiruvannamalai Girivalam Tour, 1 Day Sripuram Golden Temple Tour and 5 Days - 27 Stars Tour

Sight Seeing And Pilgrimage Package Tours: 5 Days Hyderabad - Vijayawada Tour, 7 Days Mookambika Tour, 8 Days Goa - Mantralayam Tour, 7 Days Andhra Tour, 8 Days East West Coast Tour, 8 Days Tamilnadu Tour, 14 Days Sunny South Tour, 14 Days Mumbai - Ajantha - Ellora Tour, 14 Days Puri - Gaya - Kasi (Varanasi) - Allahabad Tour and 6 Days South India Tour

Students Package Tours: 2 Days Hogenakal Tour, 2 Days Pondy, Pichavaram, Chidambaram Tour, 3 Days Udhagamandalam(Ooty)- Mudumalai Tour, 2 Days Kodai – Trichy, 3 Days Courtallam - Madurai, 3 Days Bangalore – Mysore, 3 Days Hogenakkal - Yercaud, 3 Days Rameswaram - Madurai, 4 Days Rameswaram, Madurai- Kanniyakumari, 3 Days Thekkady-Kumili-Kodaikanal Tour, 4 Days Courtallam-Kanniyakumari-Madurai-Trichy Tour, 4 Days Munnar-Thekkady-Trichy Tour, 4 Days Topslip And Coimbatore Tour, 4 Days Bangalore-Mysore-Ooty Tour, 5 Days Bangalore-Hampi Hosepet-Goa-Hosur Tour and 2 Days Yercaud Tour

Summer Special Tour: 3 Days Chennai-Ooty-Tour, 3 Days Chennai-Kodaikanal Tour, 3 Days Yercaud -Hogenakal Tour, 3 Days Chennai-Mysore Tour, 3 Days Munnar Tour and 3 Days Courtallam Tour.

4. STATE/REGIONAL LEVEL HOTEL & RESTAURANT ASSOCIATIONS

At the State/Regional level Hotel & Restaurant Association functions. These State/Regional level Hotel & Restaurant Associations are truly the voice of the Hospitality Industry in the State/Region concerned.

Regional Associations: The four Regional Associations are : Hotel & Restaurant Association of Eastern India (HRAEI) represents 13 States in Eastern India, namely West Bengal, Bihar, Orissa, Assam, Jharkhand, Meghalaya, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura, The Andaman & Nicobar Islands and Sikkim. Hotel & Restaurant Association of Northern India (HRANI) covers 8 States and 1 Union Territory in Northern India, namely, Delhi, Uttar Pradesh, Uttara Khand, Rajasthan, Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Chandigarh. Southern India Hotel & Restaurant Association (SIHRA) covers 4 States and 1 Union Territory in Southern India namely, Andhra Pradesh, Tamil Nadu, Karnataka , Kerala & Pondicherry. Hotel & Restaurant Association, Western India (HRAWI) covers 5 States and 2 Union Territories in Western India, namely, Maharastra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and the Union Territories of Daman, Diu& Dadra-Nagar Haveli. The Four Regional Associations are the four pillars of FHRAI and actively work in sustaining the mission of FHRAI in their regions. To become a member of FHRAI it is necessary to be first member of the concerned Regional Association.

Management: The business of the State/Regional level Hotel & Restaurant Association is managed by the Executive Committee whose members are nominated at the Annual General Meeting, except for the President who is elected. The tenure of the Executive Committee is of 1 year. There is provision for eminent members from the Industry to be nominated as President of Honour and Member of Honour. The President supervises and guides the administration of the State/Regional level Hotel & Restaurant Association that is run on a day-to-day basis by the Secretary and the Secretariat. The President is elected for a one year term by turn from the state level associations.

State/Regional level Hotel & Restaurant Association task: State/Regional level Hotel & Restaurant Association helps the Hospitality Industry to grow,

(iii) Hotels under construction should apply for associate membership. This can be converted to hotel membership instantly after the hotel starts operations

Activities of Regional Associations

(i) Interaction with Members

(ii) Dissemination of information .

(iii) Circulation of newsletters and other literature concerning the hospitality industry

(iv) Organizing conventions, seminars, and symposia

(v) Conducting research on hotel and restaurant industry and updating members on latest developments

(vi) Training of human resource in different spheres of hotel and restaurant activity

(vii) Taking legal action in favour of members when member's interest and thereby the interest of the Industry is at stake.

(viii) Help in expansion and development of existing projects

(ix) Being the authentic voice of the hospitality industry and lobbying for all relevant matters before the state and central government

QUESTIONS

1. Present the role and activities of the State level Ministry of Tourism
2. Discuss the state government's regulatory, policy, entrepreneurial and promotional roles in tourism.
3. Elucidate the organization and role and activities of the Tourism Development Board/Corporations at the state level
4. Discuss the role and functions of State level Hoteliers Associations.

REFERENCES

1. Web sites of Ministry of Tourism, Government of Tamil Nadu/ TTDC/ FHRAI.
2. Selvam M – Tourism Industry in India, Himalaya Publishing House, India.



UNIT-VI

LOCAL BODIES: ROLE AND FUNCTIONS IN TOURISM PROMOTION

Syllabus covered: **Local Institutions:** Local bodies: Role and functions in augmenting and regulating tourist facilities and creating tourist friendly local environment.

Objectives of this lesson are :

1. To present the Role of local bodies in augmenting and regulating tourist facilities.
2. To present the functions of local bodies in creating tourist friendly local environment.

1. ROLE OF LOCAL BODIES IN AUGMENTING & REGULATING TOURIST FACILITIES

Local authorities construct, operate and maintain economic, social and environmental infrastructure, oversee planning processes, establish local environmental policies and regulations, and assist in implementing national and sub-national environmental policies. As the level of governance is closest to the people, local authorities play a vital role in educating, mobilizing and responding to the public to promote sustainable development. In the case of tourism industry the influence of local authorities is more because the industry deals more with the people. The role of local bodies in augmenting and regulating tourist facilities is dealt now.

i. Vital Role of Local Authorities for tourism augmentation: The vital role that local authorities play in helping tourism industry to flourish is very high. Tourism is everyone's business, and that local authorities must work with the tourism sector - both public and private - to find new ways of raising the quality of tourists' or visitors' experience while in their land. Local authorities play a key role in shaping the local tourism market, and help the market as a whole to grow and prosper by making the tourists' experiences rich. The first impression a tourist gets is often influenced by how well the local authority is doing its job like neat and tidiness of roads, quality of water and sewerage management,

interests of tourism sector which is a bulk consumer of most of the local-infra-structure facilities. Service quality, service range, service flexibility, service cost and service reliability are important. Tourism sector needs to build special rapport with the local governments. A kind of customer-supplier bondage is needed here for the benefit of all.

v. Encouragement by local bodies to convert Properties into recreational resources for tourism augmentation: Recreation is used as a means of upgrading economically lesser privileged rural areas throughout the United States. With, assistance from the Government, many rural landowners have converted their properties into recreational resources—thus attracting increased number of visitors to their regions and adding to the local economy. Similar attempts are made in India also. In tourist centres, which have only limited accommodation facilities, the local people do convert their residences into temporary rental accommodation for the use of the tourists, thereby making a regular income. This is universal wherever the demand for such accommodation is felt. It is not unusual that land values do go up in these centres, to the benefit of the local landowners. Ultimately a string of business units, small and big, spring up to cater to the needs of the tourists indirectly contributing to the local economy. The local government must encourage this happens for the locals are bound to tourism to mutual benefits.

vi. Cooperation of local government with Provincial/State and National Governments for tourism augmentation: Cooperation in formulating and implementing sustainable tourism strategies along the lines of guidelines of the Provincial/State and National Governments is needed. Local government knows better the ground reality than the Provincial/State and National Governments and that it's voices must be seriously considered by the upper governments.

vii. Augment tourism through Science and technology: Local bodies must use science, technology transfer, education, international institutions and mechanisms and financial mechanisms to develop tourism in their beat area on the most contemporary style.

viii. Socio-economic regulation of tourism by local bodies: The regulation of tourism at the local level must address issues such as: How does tourism help combat poverty, change consumption patterns, affect population and demographic dynamics, promote health, promote sustainable settlement patterns and integrate environment and development into decision- local bodies must

involve children and youth, women, NGOs, business and workers in tourism capacity building.

ix. Environmental regulation of tourism by local bodies: the local bodies must study and regulate tourism such that it does not lead to atmospheric pollution, deforestation and endanger fragile environments. Proactively, it must do to conserve the biological diversity.

2. FUNCTIONS OF LOCAL BODIES IN CREATING TOURIST FRIENDLY LOCAL ENVIRONMENT

i. Minimization of negative impacts of tourism on local life by local government: In today's economic, social and cultural environment, every industry impacts the society positively and also unfavorably. Tourism unplanned and un-regulated can cause damage to social/economic/cultural milieu of the local community. With tourism emphasis, vast areas of public/private land might become protected area preventing once enjoyed free movement of locals. This is very much resented by the people. The local authorities must ensure that public land is not alienated from the access of the people. To compensate the indispensable alienation, locals must be given inclusive opportunity to work with tourism projects. According to UNWTO, 'tourism has become one of the world's most important sources of employment. Most new tourism jobs keep rural residents from moving to overcrowded cities'.

ii. Fostering growth of business enterprises by local government through tourism: Tourism represents fertile ground for private initiative. It serves as a foothold for the development of a market economy where small and medium-sized enterprises can expand and flourish. In poor rural areas, tourism often constitutes the only alternative to declining subsistence farming. The local government must facilitate this happening, keeping in mind the uncertainties of tourism are less than that of agriculture. Hence the diversion is no bad.

iii. Enhancement of Livelihood for street vendors, informal guides, and rickshaw drivers by local government: Informal employment such as street vendors, informal guides, rickshaw drivers, etc in the service of the tourists community is substantial but not easily quantified. The positive side of informal or unreported employment is that the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again. The World

MODEL QUESTION PAPER

Paper-4.3: INSTITUTIONAL FRAMEWORK OF TOURISM

Time: 3 Hours Maximum: 100 Marks

PART-A (8 x 5 = 40 marks)

Answer any **Five** questions
All questions carry equal marks

1. Present the organization and activities of the UNWTO.
2. Explain the role and functions of ITDC
3. Explain the functions of Tourism Boards such as the Singapore Tourism Board.
4. Present the major activities of the IATA
5. Elucidate the organization and role and activities of the IHA.
6. Discuss the role and functions of State level Hoteliers Associations in India
7. How do local bodies create a friendly tourism environment.
8. Explain the types of affiliate membership of UNWTO and their activities..

PART-B (4 x 15 = 60 marks)

Answer any **Four** questions
All questions carry equal marks

9. Analyze the role of UNWTO in streamlining global tourism trade.
10. Present the Role of local bodies in augmenting and regulating tourist facilities.
11. Present the organization, role and activities of the Ministry of Tourism
12. 12. Present the organization, role and activities of the Association of hoteliers, especially the FHRAI.
13. Write Notes on the activities of: IATO, TAAI and TTDC.
14. Present the role and activities of the State level Ministry of Tourism.
15. Explain the organization and functions PATA.